

## 1.2 Scope and Methodology

The key tasks in carrying out this assignment are described as follows.

1. Profile the region and the communities of the Shuswap region to provide a context for the product development. This profile includes a description of the physical setting, transportation and communication infrastructure, the tourism infrastructure now in place, and any relevant land use or economic development issues.
2. Evaluate trends in the tourism industry in British Columbia and in the Shuswap region.
3. Select the most promising tourism development products, based on preliminary resource assessment and consultation with the Advisory Committee.
4. Assess and map each product with a framework that includes resource, market, economic and social criteria.
5. Match communities with products.
6. Formulate tourism action strategy, and make recommendations for implementation.
7. Examine in more detail a select number of specific opportunities, ideally one per community/sub-region. This provides a first cut at assessing some of the more interesting or promising products, and a framework for future assessments of other products.

Community consultation was an integral component of this tourism opportunity strategy. An Advisory Committee was struck early in the project to provide the consultants with input and direction and feedback. We also drew much of our information from local experts, including local tourism operators, community and recreation group representatives, First Nations, and government agencies.

To date, the work plan for this project has involved the following steps, several of which were undertaken concurrently:

- Meeting #1 in Salmon Arm with the Advisory Committee.
- Series of public meetings in December 2001, in five communities of the Shuswap region -- Celista, Sorrento, Salmon Arm, Falkland and Sicamous.
- Follow up telephone interviews with tourism operators, recreation groups, government agencies, etc.
- Inventory of tourism features and operators in the study area.
- Review literature of related tourism and land use planning reports, studies and initiatives.
- Suitability maps of the tourism products. These were circulated to the communities of the study area in January 2002, requesting their response.

- Regional profile and product assessment, with results documented in this draft report. This was distributed to the members of the Advisory Committee in February 2002.