

1.3 Report Structure

The remainder of this report is summarized as follows:

- **Chapter 2** provides a regional context for this study.
- **Chapter 3** identifies important trends in the tourism industry – worldwide and in BC.
- **Chapter 4** describes the resources and key tourism features of the Shuswap region, and describes methodology.
- **Chapter 5** provides product assessments and maps for the key identified tourism products; also community-product matching.
- **Chapter 6** outlines a tourism action strategy for the Shuswap region and its communities.

Appendices are as follows:

- **Appendix A:** is a questionnaire and "long list" of tourism activities.
- **Appendix B** is detailed resource assessment of selected products.
- **Appendix C** provides a list of tourism operators in the study area.
- **Appendix D** is a bibliography.
- **Appendix E** is a list of contacts and Advisory Committee members.