

3.3 Community SWOT Analysis of Tourism

The following strengths, weaknesses, opportunities and threats (SWOT) analysis was undertaken for all five communities in the Shuswap region. The objective is to identify strategically relevant issues that drive front and backcountry tourism in the study area. We require a better understanding of the resources, assets and capacity that communities have for expanding their backcountry tourism sectors, as well as the barriers and challenges that are expected to impede development, and the opportunities that appear viable in light of the constraints.

A discussion of backcountry tourism inevitably touches upon more general tourism issues. The availability of infrastructure (road, airports, etc.) and support services, tourism infrastructure (e.g. accommodation, food and beverage services, visitor information services) and skilled workforce are factors which affect development in the backcountry as much as they do the front country.

The following analysis draws on a review of the tourism features in the Shuswap region and available literature, as well as our own understanding of outdoor recreation and tourism in the study area. The opportunities discussed are general in nature and are an attempt to draw light to broad market and product influences.