

5.1 Introduction

Section 4 of this report provides our rationale for product selection, and the approach to suitability mapping. Nine products have been identified for further resource, economic and market evaluation. These products can be regarded as the best *short-term* options (say, one to five years) for outdoor recreation-based tourism products. None of the products exist in isolation, however, and a key objective of the analysis is to identify the linkage between each.

In this section, each tourism product is evaluated using a wide range of resource criteria in order to determine the suitability (low, medium or high) of each *polygon* in the Shuswap region. The framework for resource analysis includes most, or all, of the following criteria.

Uniqueness of key features	Identifies level of uniqueness from the target market. The implication is that the setting and key feature will attract those tourists/recreationists from those areas where the product is not available.
Supportive resources	Rates the availability of features integral to the viability of a product, e.g., uninhabited shorelines and protection from winds are important to establishment of hut system.
Existence of supportive infrastructure	Rates the current availability of infrastructures integral to the viability of the product, i.e. snowmobiling requires trails or logging roads
Associated products	Identifies the products that enhance the opportunities of the product described.
Significance of associated products	Rates the significance of the associated products.
Access to staging area	Analyzes the accessibility of the related staging area to the markets
Access from staging area to resource	Determines the accessibility for the product described to travel from the staging areas to the optimal resources. Enhanced access such as shuttling is not a factor.
Environmental	Identifies presence of red and blue species, mountain caribou, which could limit potential for commercial opportunity.
Culture heritage features	Notes presence of important First Nations and Post-contact cultural or historical artifacts and other man made evidence of habitation and land use that may preclude specific development.
Prime season	Notes the optimal season. There are opportunities related to the shoulder seasons.

Each polygon corresponds to one of the following geographic sub-regions:

- Salmon Arm;

- Sicamous and area (Electoral Area E);
- Sorrento and South Shuswap (Electoral Area C);
- Falkland and area (Electoral Area D); and,
- North Shuswap (Electoral Area F).

For those geographic sub-units that embody *high* suitability polygon(s), a further assessment of market, economic and social criteria will be evaluated. In narrowing down the focus to those areas with the greatest commercial potential, the consultants are not suggesting that the others do not have merit, simply that they may only be feasible on a longer-term basis. The criteria used to evaluate sub-units with high suitability is as follows.

Market	Demand	Potential for demand growth; key markets.
	Competition	availability of similar products at the local, regional, provincial and/or international levels.
	Overall potential	Overall potential for the product considering the supply and demand trends.
Impact/conflict	Use	Capacity, conflict and community issues related to development of the product. These may include problems with too many participants in one area, crowding that may affect wildlife, or conflicts between different user groups or operators.
	Community/social	
Commercial viability considerations	Regulatory or Crown tenure requirements	Key government regulatory processes in achieving development of the opportunity.
	General capital requirements	Level of investment needed to support the activity.
	Infrastructure requirements	Physical infrastructure needed for development (e.g. roads, communications, etc.)
Level of community support		The extent to which the community tacitly or actively supports the product/activity.
Employment opportunities		Type of employment generated by developing the product; local vs outside the region.
Opportunities		Specific product ideas for each activity.