

6.4.1 Introduction

Having identified the broad tourism issues and presented regional recommendations for tourism development, we now turn to more specific action plans for the five main communities of the Shuswap region. The following is provided for each community:

- a summary of the products and key opportunities for that community;
- general development tasks pertaining to the high suitability products identified for that community; and,
- a more detailed analysis of a specific opportunity for that community. Specifically, these are:
 - a scheduled small vessel cruise between Sorrento and Scotch Creek in the North Shuswap during the summer months;
 - guided snowmobile tour operation in Sicamous;
 - road tours based in Salmon Arm; and,
 - a festival in the Falkland Valley.

During the course of the project, many tourism opportunities have been identified in the Shuswap region. Many of these are promising, but the question is, what needs to be done next? The purpose of the opportunity analyses is to describe a selected opportunity and determine -- in a preliminary fashion -- whether a business based on that opportunity merits further evaluation at a pre-feasibility level. Some key criteria in carrying out the assessment are as follows:

- opportunity definition, and the rationale behind its selection;
- target market;
- infrastructure requirements;
- regulatory requirements or other challenges to undertaking the development of the opportunity;
- links to other products; and,
- other considerations -- e.g., pricing, staffing.

This framework can be applied when undertaking other evaluations. It is important to note that identifying an opportunity for each community does not imply that it is the most promising one, simply that it is one of several potential opportunities that could be undertaken. By the same token, any product being evaluated for a given community is likely ranked as high suitability for at least one other community. For example, the evaluation of a festival in Falkland could be applied to any community in the Shuswap. The overall objective is to look at practical considerations, take a step towards pre-feasibility assessment, and to stimulate ideas and discussion.