



BACKGROUND

Tourism Project Descriptions

Tourism Standard Consortium of Western Canada - Human Resources Strategy

*“Dubbed by the industry as the ‘perfect storm,’ a combination of world events has drastically affected the tourism industry. In response, the Tourism Standards Consortium with the assistance of Western Economic Diversification Canada has developed a comprehensive assistance program for the critical human resource component of the Western Canada tourism industry,” said **Carol Lumb, Chair of Tourism Saskatchewan**. “This pan-western human resource partnership will provide industry operators and community planners with the human resource tools for recovery, contributing to business and community resilience for the future.”*

The Tourism Standard Consortium’s tourism strategy has two components.

1. The strategy will help communities develop strategic plans and expertise to recover from the current tourism downturn and promote long term tourism growth.
2. It will also address labour market and skill shortages by implementing activities to recruit and train new people, and retain the existing workforce.

In addition, the Consortium will explore community outreach with the Canada Business Service Centres and Community Futures Development Corporations.

Resort Municipality of Whistler – Best Practices Guide for Resort and Resort Communities

*“We are pleased to be working with Western Economic Diversification Canada and the Province of British Columbia in creating a Best Practices Guide for Resort and Resort Communities,” said **Jim Godfrey, Administrator for the Resort Municipality of Whistler**. “This project is enabling the private sector and government to come together to develop a user-friendly guide that will assist with the challenges associated with planning, developing and operating successful resorts.”*

The Resort Municipality of Whistler will begin a three-phase tourism development initiative. The three phases are:

1. Identify key issues and challenges for municipalities involved with resort development while developing best practice guidelines.
2. Develop resort guidelines for partnering with First Nations communities to capitalize on tourism opportunities.
3. Develop and implement a resort destination marketing program which will be focused primarily on regions outside of Vancouver, Victoria and Whistler.

Funding:

Western Economic Diversification Canada: \$550,000

B.C. Ministry of Small Business and Economic Development: \$135,000

Council of Tourism Associations of B.C. – Insurance and Financing Business Plan

*“Currently there are tourism operators who are unable to obtain insurance, who face premiums that are cost-prohibitive, and who struggle to gain access to sufficient capital to finance their growth. Providing relief for these problems facing tourism businesses will ensure tourism remains a major contributor to the economic health of the province and a major employer in all communities, said **Mary Mahon Jones, CEO of the Council of Tourism Associations of B.C.***

“In co-funding this project along with the B.C. Ministry of Small Business and Economic Development and the Council of Tourism Associations of BC, Western Economic Diversification Canada is providing the framework for long-term insurance and financing arrangements which will reduce the “boom or bust” cycles plaguing the tourism industry.”

The Council of Tourism Associations of B.C. will oversee the development of a financing and insurance business plan to resolve issues around the two areas and ensure the continued viability of the tourism industry. The plan will be used to boost employment opportunities in the tourism sector, particularly in rural communities severely impacted by the downturn in the resource sectors.

Funding:

Western Economic Diversification Canada: \$45,000

B.C. Ministry of Land, Water and Air Protection: \$5,000

Destination Osoyoos Development Society – Tourism Development Plan

*“In order to move forward with the sustainable development the communities of Osoyoos, Oliver, and the Osoyoos Indian Band have united to create a tourism development plan that will ensure linkages and consistencies are included in the area’s tourism approach,” said **Glenn Mandziuk, Executive Director for Destination Osoyoos**. “With critical investment from the Government of Canada and the Province of B.C., this project will identify those products and locations with the best development capability to create a viable, year-round tourism industry in the South Okanagan area.”*

The Destination Osoyoos Developments Society will initiate a long-term tourism development plan for the South Okanagan Region. With strong regional support, this project will serve as a foundation from which sustainable four-season tourism can be developed within the South Okanagan region.

Funding:

Western Economic Diversification Canada: \$15,000

B.C. Ministry of Small Business and Economic Development: \$15,000

West Coast Railway Association

*“Western Economic Diversification Canada has enabled West Coast Rail Tours to get its unique specialty rail excursions on track using its vintage excursion train,” said **Don Evans, Executive Director for the West Coast Railway Association**. “In the future, there will be further expansion as the world famous Royal Hudson steam locomotive returns to operation.”*

The West Coast Railway Association, a non-profit organization, will purchase a power car and coaches for its excursion train based in Squamish B.C. It will also refurbish the Royal Hudson Steam engine and return to operation the Royal Hudson steam locomotive.

Funding:

Western Economic Diversification Canada: \$210,000