

Instructions for Completing Community Tourism Inventory Templates

One of the first steps in preparing a tourism development plan for your community is to prepare an inventory of current tourism products and infrastructure.

Introduction

The community inventory template lists different categories of tourism products as well as community infrastructure that supports tourism. Your community may have tourism products on all pages or on just some of the pages.

There are 17 categories in total, including a category for "other" if you have tourism products that do not fall into the other categories. Each category is listed in a separate page.

The infrastructure page has a different format as it attempts to determine whether there are any issues or challenges that could affect tourism, related to community infrastructure. Please enter "Y" or "N" to indicate whether your community has each type of infrastructure. Beside that answer, indicate any challenges. Enter as complete an answer as you wish.

Tourism Product Categories

There are 17 different category groupings, as listed below. For most groupings, there are drop down lists for the type of product in each grouping. For example, under "Heritage, arts' and cultural attractions", the types of product include art galleries, artists/craftspeople, aboriginal sites, castles, cemeteries/graveyards, churches, ghost towns, lighthouses, military sites, museums, murals, other heritage sites.

If you believe a particular product belongs in more than one category, please feel free to add it to more than one page.

- Accommodation
- Specialty resorts
- Conference and meeting facilities
- Sporting event and tournament facilities
- Parks and natural areas
- Campgrounds
- Golf courses
- Winter activities, ski facilities, and ski resorts
- Festivals and events
- Heritage, arts, and cultural attractions
- Agricultural, food, and beverage attractions
- General attractions
- Shopping and retail centres
- Organized water based activities
- Organized land based activities
- Other attractions
- Community and visitor infrastructure

How to Decide Whether to Include a Product or Not

Visitors have different reasons for travel and when they travel, they participate in a variety of activities. Some of these activities could be motivators for travel to a specific community, such as going skiing, attending a festival, or visiting a major attraction. Other activities are amenity-related, meaning visitors may avail themselves of community amenities, but they are not be the reason for their trip – such as eating at a restaurant (unless it is a renowned restaurant such as Lumiere) or shopping at a drug store.

An exception is accommodation. People generally do not go to a particular community to stay at a hotel. However, there is a need to collect information on accommodation as the number of rooms determines

the overnight capacity of a community. Other amenity-related activities such as eating at a restaurant or shopping at a drug store generally do not have capacity issues as most communities have many places to eat and these amenity-related businesses serve residents as well as visitors.

Within each product category, do not list every product that is in the community. This inventory should not be equivalent to your telephone book. For example, many visitors take golf vacations and travel specifically to play golf. On the golf courses page, list only those 18-hole golf courses that already attract out-of-town visitors or are of the calibre that they could be the reason for travel to your community. Executive courses, pitch and putt courses, and 9-hole courses should not be included, as golf tourists generally do not travel to an area to play these courses, although they may play these courses as warm up to the destination golf courses in your community. However, with that being said, if you are unsure about whether to include a product on the list, add it just in case.

To help you distinguish whether something should be included in this community tourism inventory, ask yourself the question: *Would (do) people from out of the area specifically travel here to experience this product? If you can answer "yes" to this question, it should qualify as a tourism product.*

Definitions

- "Name" refers to the name of the company, organization, park, attraction, festival or event, etc. that is used by visitors. If a festival is organized by an organization that does not carry the same name as the festival itself (a common practice), the festival name (e.g. Oyster Festival) should be entered under "Name" and the name of the organizers (e.g. "Community XYZ Festival Society") should be included as part of the mailing address.
- "Contact name" refers to the person responsible for making decisions about the tourism product.
- "Contact email" should be the email address of the contact name.
- "Telephone of contact person" should be the telephone number of the person named as the contact. This telephone number could be the same or different from the "visitor telephone". Enter the 10 digit number without spaces, dashes, or parentheses.
- "Street Address" refers to the street address where the attraction is located.
- "Mailing Address" should be filled in if it is different from the street address. This is likely applicable for festivals and where one organization manages a number of attractions. If the name of the organization is different from the name that visitors would use to identify the attraction or festival, for example, the name of the organization should be listed in the mailing address.
- "Neighbourhood" refers to the list of neighbourhoods that is attached to these guidelines. The list would be different for each community and allows us to determine how tourism experiences are clustered. Use the street address (not the mailing address) when determining which neighbourhood to choose from the list.
- "Telephone" should be the main visitor telephone number. Enter the 10 digit number without spaces, dashes, or parentheses.
- "Fax" should be the main fax number. Enter the 10 digit number without spaces, dashes, or parentheses.
- "Website" should be the visitor website.
- "Type of _____" refers to the type of tourism product within the category. Not every category has this column. Choose from the drop down list provided.

- "Short description" should be about 30 words to generally describe the tourism product and any special features.
- "Capacity" is a category that is on almost every worksheet and refers to a different measure for the different types of tourism product. For accommodation, capacity means number of rooms or number of beds. For conference and meeting facilities, capacity means square footage. The specific information request is listed on each worksheet.
- For accommodation and specialty resorts pages:
 - "Canada Select Rating" refers to the actual rating provided by Canada Select, if applicable.
 - "Name of Rating" refers to any other third party accommodation rating system such as AAA. Identify which rating system your accommodation property uses.
 - "Rating" refers to the actual rating provided by the third party accommodation rating system.
- For sporting event and tournament facility page:
 - "Sport1", "Sport2", and "Sport3" refer to the sports in which the particular facility specializes. You do not need to fill in all three columns. For some facilities, you might only have one sport. For others, you may need to add columns to capture them all. Do not enter a sport if it is not a specialty of the facility or if the facility is used for that sport only occasionally. Choose from the drop down list on the spreadsheet pages.
- For parks and natural areas; winter activities, ski facilities, and ski resorts pages:
 - "Activity1", "Activity2", "Activity3" refer to the most popular activities for each of the facilities, parks or natural areas. You do not need to fill in all three columns. For some parks and natural areas, you might only have one activity. For others, you may need to add columns to capture them all. Do not enter an activity if the park and natural area is used for that activity only occasionally. Choose from the drop down list on the spreadsheet page.