



Guidelines to Tourism Destination Development

September 2006

1st Step: Tourism Destination Areas - Community Planning and Coordination

ACTION (Process)	RESPONSIBILITY (Who)	RESOURCES (Assistance)	TIME FRAME
<p>Obtain a copy of the Tourism Destination Area (TDA) Resource Kit</p>	<p>Community Department will mail hard copies</p>	<p>Available on-line at www.nstpc.com OR For hard copies of kit, contact Sharon Shaw at 424-7577, via email: shawse@gov.ns.ca</p>	<p>Expect 2 - 5 days for delivery of TDA resource kits.</p>
<p>Utilizing the TDA resource kit, work with fellow tourism leaders in your community to define your destination and determine collective interest to proceed.</p> <p>If necessary, a TDA presentation is available to give community representatives an overview of the process.</p> <p>Communities who decide to proceed should form a tourism working group. Department Staff are available to meet with working groups and advise of next steps.</p>	<p>Community Tourism Leaders Department Staff Community Tourism Leaders/ Department staff.</p>	<p>Staff will present an overview of TDA process; contact Sharon Shaw at 424-7577 or via email: shawse@gov.ns.ca . Contact Sharon Shaw at 424-7577, via email: shawse@gov.ns.ca</p>	<p>Presentations arranged on mutually agreed upon dates. Meetings arranged with working groups on mutually agreed upon dates.</p>
<p>Complete the TDA workbook for your destination to determine current situation, identify gaps and establish benchmarks. This may take several meetings and a collaborative effort.</p> <p>In consolidating your workbook you may have questions or seek assistance to facilitate a workshop to pull together key partners.</p> <p>A major component of completing your workbook relies on having tourism statistics for your destination.</p>	<p>Community Tourism Working Group Department Staff Department Staff</p>	<p>Staff can assist by facilitating workshops. Contact Sharon Shaw at 424-7577. Contact Karen McNutt, Senior Research Analyst to discuss available tourism stats at 424-6355 or mcnutk@gov.ns.ca Research can provide available data, present the information to your working group and suggest methods for collecting visitor stats.</p>	<p>Established by Community Tourism Working Group Facilitated workshops will be arranged on mutually agreed upon dates. Depending on the complexity of the request, research information forwarded to the community within 3 - 5 days.</p>

1st Step (Continued)

	ACTION (Process)	RESPONSIBILITY (Who)	RESOURCES (Assistance)
Destinations may choose to have completed workbooks reviewed. Feedback will be provided by assessing your results against the TDA Critical Elements. This feedback will help formulate your tourism action plan.	Review Committee (Department staff and industry partners)	Send your completed workbook to Sharon Shaw at shawse@gov.ns.ca	Upon receipt of the completed workbook, staff will establish an active working file on this destination. A letter acknowledging receipt of completed workbook sent within 5 business days. Workbooks reviewed and analysis returned to working groups 4 - 6 weeks after receipt.
Utilizing the analysis, prepare a tourism action plan that identifies key priorities, responsibility leads, estimated costs and timelines. While preparing your action plan, you can request assistance to review drafts and obtain tourism input.	Community Tourism Working Group Department Staff (feedback provided by Sales and Partnerships, Marketing, Research and Development)	Consultant/Expert Contact Sharon Shaw at 424-7577. She will coordinate with other tourism staff for feedback on identified priorities.	Established by Community Tourism Working Group. Feedback on action plan drafts provided within 2 weeks.

2nd Step: Implementation

ACTION (Process)	RESPONSIBILITY (Who)	RESOURCES (Assistance)	TIME FRAME
<p>Identify top priorities and seek partners for implementation.</p>	<p>Community Tourism Working Group assisted by Department Staff</p> <p>Community Tourism Working Group assisted by Department Staff</p> <p>Community Tourism Working Group assisted by Department Staff</p>	<p>Contact Sharon Shaw at 424-7577 to coordinate the identification of a project officer to assist your destination in receiving the full benefit of programs, services and in-house expertise to address your strategic priorities</p> <p>Funding: Projects clearly linked to a destination's action plan will be considered a priority for investment. Proposals can be submitted for consideration to the Tourism Development Investment and Destination Opportunities programs. Information on available programs can be found on www.nstpc.com (under programs)</p> <p>Staff can also facilitate meetings with other potential funding partners and identify other provincial and federal departments to assist.</p>	<p>Identification of project officer to assist destination within 5 days.</p> <p>Funding programs are deadline driven. All projects are subject to a competitive scoring process. Review of proposals takes approximately 4 - 6 weeks.</p> <p>Upon request</p>

2nd Step (Continued)

ACTION (Process)	RESPONSIBILITY (Who)	RESOURCES (Assistance)	TIME FRAME
<p>Destination Market-Readiness Program - A variety of programs and services are designed specifically to assist you in improving the market-readiness of your destination. Discover the strengths and weaknesses of your destination from a visitors' perspective.</p>	<p>Collaborative (Staff/Consultant/Community Tourism Working Group)</p>	<p>Destination Mystery Shop: Will assess the quality of visitors' experience through an impartial analysis. These observations and suggestions for improvement will be provided through follow up mentorship program.</p>	<p>Under development with anticipated program delivery starting in 2007. Mystery shops expected to take place from July to September based on application process in May 2007. Once a group is engaged in this effort, it becomes an ongoing initiative through follow up mentoring.</p>
	<p>Collaborative (Staff/Consultant/Community Tourism Working Group)</p>	<p>Marketing Audit: will assess how effectively your destination is marketing itself by providing valuable insight into what works and learn how to differentiate your destination.</p> <p>Funding: Marketing initiatives in your destination may link with Destination Marketing Programs. Information on available Tourism Partnerships & Programs opportunities Programs is available at www.nstpc.com (under programs) with current offerings communicated through Tourism Facts Flash (to register factsflash@gov.ns.ca)</p>	<p>Under development with anticipated program delivery starting in 2007. Once a group is engaged in this effort, it becomes an ongoing initiative through follow up mentoring.</p>
	<p>Collaborative (Staff/Community Tourism Working Group)</p>	<p>Visitor Infrastructure and Amenities Assessment. Staff will work with you to prepare an assessment of priorities for roads and visitor amenities (eg. signage, washrooms, look offs) from a visitor's perspective. In turn, this will be useful for communicating tourism priorities to partners such as Transportation & Public Works and Municipalities.</p>	<p>Assessment of priorities will take place over 2 - 3 month time-frame.</p>
	<p>Department Staff</p>	<p>Industry development workshop Tourism Human Resource Council will deliver workshops in your destination to assist tourism business operators with their human resource challenges. For more information contact Lisa Maclsaac, Tourism Development Officer at 424-6540.</p>	<p>Workshops arranged by request of the destination and will take place on mutually agreed upon dates.</p>

3rd Step: Evaluation and Monitoring (Continuous throughout process)

ACTION (Process)	RESPONSIBILITY (Who)	RESOURCES (Assistance)	TIME FRAME
<p>Continuously comparing and measuring your progress and results against your benchmarks.</p> <p>Consider indicators that measure the economic and social contribution of tourism to your destination for current and comparative analysis.</p>	<p>Community Tourism Working Group</p> <p>Department Staff</p>	<p>Destination's action plan, established benchmarks, goals and priorities.</p> <p>Access tourism indicators to measure results against stated objectives. Contact Karen McNutt, Senior Research Analyst to discuss available tourism stats at 424-6355 or mcnuttk@gov.ns.ca</p>	<p>Ongoing effort</p> <p>Depending on the complexity of the request, research information forwarded to the destination within 3 - 5 days.</p>

Communication (Ongoing)

ACTION (Process)	RESPONSIBILITY (Who)	RESOURCES (Assistance)	TIME FRAME
<p>Communicate your successes and achievements throughout all the steps to partners within and outside your destination.</p>	<p>Collaborative (Department Staff/ Community Tourism Working Group)</p>	<p><i>Destination Diary</i>, bi-monthly electronic newsletter is a forum to communicate with key partners on what's happening in your destination. Provide information to Sharon Shaw at shawse@gov.ns.ca for future editions.</p>	<p>Released according to a bi-monthly schedule: November, January, March, May, July and September.</p>

