COMMUNITY TOURISM ASSESSMENT INDEX

Estimated time to complete:

There are two phases to using this tool, first as an individual and secondly sharing scoring with other community stakeholders to discuss assessments and to arrive at average score. Estimated times for each are as follows:

- Individual: 30-45 minutes
- As part of larger group: 30 minutes

What it is used for:

This tool assesses the readiness and capacity of a community to undertake sustainable tourism development. It looks at tourism assets, leadership and planning as well as economic, environmental and social attributes. Together, these elements provide a baseline assessment of a community's readiness and capacity to support tourism.

How and when to use it:

This tool is best used as a community undertakes a tourism development and planning process.

This tool should be completed by a number of community partners and stakeholders independently. The local group should then get together to share evaluations and average the scores to arrive at a benchmark score.

It is also a useful tool for external assessors such as tourism planners, economic development officers and funding partners as an objective means to assess a community's suitability and readiness for tourism.

Use it the first time to set a benchmark, and then complete it annually, a year later, to measure progress from year to year.

While there are points and a total score at the end, focus more on the opportunity and structure so that you can have objective conversations around the readiness, suitability and capacity of your community to undertake and support sustainable tourism. Ideally, this tool will help to identify areas that need attention to become a sustainable tourism community. Use the 'Comments' sections throughout to make notes and then transfer them to your Action Plan on the last page on steps the community will take to build capacity to be a sustainable tourism community.

You can download the tool and complete a hard copy or use it on your tablet or computer, using the fillable PDF form.

Two things to do when you are finished:

1. The information you gather is for use by your community, so keep a copy of your response and note the next date for another assessment.
2. Celebrate areas that are strong and develop an action plan to address gaps or areas that need improvement or attention.

	COMMUNITY TOURISM SNAPSHOT			
1	**Name of Community**:			
2	**Population**:			
3	**Main Industry(ies)**:			
4	**Visitors**: Estimated number per year			
5	**Peak season:** Main months of visits			
6	**Attractions**: Approximate number	# Natural:	# Cultural:	# Other Man-made:
7	**Accommodations**: Approximate number of units/sites/rooms	# Fixed Roof Units:	# Campground Sites:	# Alternative Rooms (Couch surfing; Air BnB):
8	**Restaurants/Eating Establishments**: Approximate number (Mix of fine dining, casual, fast food?)			
9	**Other Tourism Infrastructure**: (e.g. Visitor Information Centre, Meeting Spaces, Arenas, Other)			
10	**Top 2 Reasons for Wanting to Develop Tourism**	1		2

SECTION 1: CURRENT COMMUNITY BASELINE SITUATION

A	TOURISM ASSETS	Highest Possible Score	Community Score
A-1	**Natural Attributes/Attractions** Includes outdoor activities, natural areas with strong features or scenic beauty and include natural landscapes/rivers/lakes, landforms and topography, sculptural effects, special outcrop features, flora, fauna, water areas and waterlife		
	Quality (2=Outstanding; 1=Average; 0=Poor/ Below Average)	2	
	Authenticity (2=Outstanding; 1=Average; 0=Poor/ Below Average)	2	
	Uniqueness/Significance (2=Nat/Int'l; 1=Prov/Reg; .5=Local)	2	
	Generates Demand (2=Multi Prov/Nat; 1=Ontario, Regional; .5= Local)	2	
	Activities (2=Lots of Activity Options; 1=Some; 0=None)	2	
	Engagement (2 = Highly Interactive; 1 = Some Opportunities to Connect; 0 = None)	2	
	SUB-SECTION SCORING	12	
A-2	**Cultural Attributes/Attractions** Includes culture, entertainment and heritage offerings including archaeological, historic and cultural resources such as: attractions related to the cultural heritage of the built environment; attractions related to other aspects of cultural heritage such as dance, music, folklore, festivals, and craft villages; attractions related to traditional and modern economic activities and rural landscapes and lifestyles.		
	Quality (2=Outstanding; 1=Average; 0=Poor/ Below Average)	2	
	Authenticity (2=Outstanding; 1=Average; 0=Poor/ Below Average)	2	
	Uniqueness/Significance (2=Nat/Int'l; 1=Prov/Reg; .5=Local)	2	
	Generates Demand (2=Multi Prov/Nat; 1=Ontario, Regional; .5= Local)	2	
	Activities (2=Lots of Activity Options; 1=Some; 0=None)	2	
	Engagement (2 = Highly Interactive; 1 = Some Opportunities to Connect; 0 = None)	2	
	SUB-SECTION SCORING	12	
A-3	**Man-Made or Special Attributes/Attractions** Includes larger events, experiences offered and man-made or special types of attractions such as botanical gardens, monuments, destination resorts, sports facilities, casinos, entertainment, and public buildings.		
	Quality (2=Outstanding; 1=Average; 0=Poor/ Below Average)	2	
	Authenticity (2=Outstanding; 1=Average; 0=Poor/ Below Average)	2	
	Uniqueness/Significance (2=Nat/Int'l; 1=Prov/Reg; .5=Local)	2	
	Generates Demand (2=Multi Prov/Nat; 1=Ontario, Regional; .5= Local)	2	
	Activities (2=Lots of Activity Options; 1=Some; 0=None)	2	
	Engagement (2 = Highly Interactive; 1 = Some Opportunities to Connect; 0 = None)	2	
	SUB-SECTION SCORING	12	
A-4	**Seasonality. Tourism Attractions/Services are well used Year Round** Whether existing tourism attractions are currently under-used or over-used.		
	(4=High Use, Year Round; 3=High Use, Peak Season; 2=Avg. Use, Peak Season; 1=Very Low Use - Even in Season)	4	
	Subtotal	40	

B	COMMUNITY SUPPORT, LEADERSHIP and COOPERATION	Comments	Highest Possible Score	Community Score
	(10=Outstanding; 8=Good; 6=Acceptable; 4=Below Average; 2=Poor/Needs Improvement; 0=None)			
B-1	**Community Support/Involvement** The degree of local support for tourism development, participation, readiness and involvement of key stakeholders in local tourism initiatives.		10	
B-2	**Leadership** Whether there is an organization with prime responsibility for promotion/ development of tourism & local leadership has been mobilized.		10	
B-3	**Cooperation** Degree of cooperation among community on various projects.		10	
	Subtotal		30	

C	TOURISM PLANNING and MANAGEMENT	Comments	Highest Possible Score	Community Score
	(10=Outstanding; 8=Good; 6=Acceptable; 4=Below Average; 2=Poor/Needs Improvement; 0=None)			
C-1	**Tourism Inventory & Categorization** Tourism assets and services have been inventoried & categorized on a list.		10	
C-2	**Tourism Strategy or Plan (written)** The community's recognition of tourism objectives in a long-term tourism plan, or regional destination development plan or strategy.		10	
C-3	**Land Use** Whether there is evidence of good land use planning (no unsightly, over-developed or poorly designed development), human use impact is attended to.		10	
C-4	**Tourism Development Suitability** Whether the environment is suitable to tourism development (tourism would not negatively impact the social or environment/natural habitats).		10	
C-5	**Private Sector Investment** Potential exists for private sector investment for tourism development (develop new products or enhance existing ones). **(4= high level of sustained investment across many sectors; 3=many examples with some scope; 2= some examples limited scope; 1= few examples; 0= no investment)**		4	
C-6	**Not for Profit Investment** Existing or potential not-for-profit investment towards developing tourism. **(3=many examples; 2= some examples; 1= few examples; 0= no investment)**		3	
C-7	**Government Investment** Existing or potential government investment towards developing tourism. **(3=many examples; 2= some examples; 1= few examples; 0= no investment)**		3	
	Subtotal		<u>50</u>	

D	SUPPORTING COMMUNITY ATTRIBUTES	Comments	Highest Possible Score	Community Score
D-1	**Existing Tourism Services** Tourism services that make it possible for tourists to live/stay temporarily in the community (accommodations, restaurants, tourist information, recreational amenities, clustering, critical mass) **(10=Outstanding; 8=Good; 6=Acceptable; 4=Below Average; 2=Poor/Needs Improvement; 0=None)**		**10**	
D-2	**Geography/Transportation Access** The adequacy of transportation facilities to provide efficient access to get to, and around, the region and convenient travel within the area. **(5=Outstanding; 4=Good; 3=Acceptable; 2=Below Average; 1=Poor/Needs Improvement; 0=None)**		**5**	
D-3	**Favourable Market Image** The overall appeal and uniqueness of the area, the identity and image of the destination and touring scenic routes. **(5=Outstanding; 4=Good; 3=Acceptable; 2=Below Average; 1=Poor/Needs Improvement; 0=None)**		**5**	
D-4	**Available Work Force** The availability of a qualified labour force to work in tourism. **(5=Outstanding; 4=Good; 3=Acceptable; 2=Below Average; 1=Poor/Needs Improvement; 0=None)**		**5**	
	Subtotal		**25**	
	Subtotal for Section 1		**145**	

	SECTION 2: Sustainable Tourism Practices (1-5 Scale: 5=Outstanding; 4=Good; 3=Acceptable; 2=Below Average; 1=Poor/Needs Improvement; 0=Nonexistent)			
E	**ENVIRONMENTAL PRACTICES**	**Comments**	Highest Possible Score	Community Score
E-1	**Resource Carrying Capacity** The community has ensured that increased use of the natural, cultural or man-made attributes/attractions does not significantly detract from the appeal of the resources.		**5**	
E-2	**Conservation of Natural/Cultural Resources** The community's level of awareness of the need to protect natural and cultural resources in tourist areas and the sustainable use of these resources.		**5**	
E-3	**Environmentally Responsible Practices and Design Criteria** The community's use of environmentally responsible practices (energy/water conservation, waste minimization, use of alternative technologies, etc.) and use of design criteria to ensure tourism development is in harmony with natural surroundings.		**5**	
	Subtotal		**15**	

F.	SOCIAL PRACTICES	Comments	Highest Possible Score	Community Score
F-1	**Social Carrying Capacity** The community's commitment to support more tourism, ensure that the form and scale of tourism is appropriate for the community and a willingness to apply visitor control measures to prevent overcrowding where necessary.		5	
F-2	**Respect for Culture and Traditional Architectural Design** The community's demonstrated respect for local cultural values and tradition and use of architectural styles and design elements in existing tourism development.		5	
F-3	**Improvement of Quality of Life of Community** The community has ensured that existing tourism development improved the quality of life for the community (promotes local lifestyles, is consistent with community values or enhanced enjoyment of local environment by residents.)		5	
F-4	**Visitor Experience** The degree to which visitors feel a sense of welcome, the community wants visitors, has/creates ways to engage with the locals.		5	
	Subtotal		**20**	

G.	ECONOMIC PRACTICES	Comments	Highest Possible Score	Community Score
G-1	**Economic Carrying Capacity** The community has ensured that existing tourism development is consistent with the existing labour force, uses goods and services offered by local businesses and does not exceed existing infrastructure capacity.		5	
G-2	**Fiscal Capacity** The community has demonstrated that it has financial resources available to maintain existing and potential tourism development in a sustainable way.		5	
G-3	**Support for Local Entrepreneurial Tourism Development/ Partnerships** The community provides support for local entrepreneurial tourism development such as business training and assistance, opportunities for local residents to control and manage tourism resources, and encourages partnerships between tourism stakeholders.		5	
G-4	**Employment Opportunities, Training and Practices** The community encourages existing tourism businesses to employ local residents, offer adequate and affordable training opportunities geared to industry needs and adopt good employment practices.		<u>5</u>	
	Subtotal		**20**	
	Subtotal for Section 2		**55**	

TOTALS			
Section 1: CURRENT COMMUNITY BASELINE SITUATION		**Scores**	
		Highest Possible Score	Community Score
A. TOURISM ASSETS		40	
B. COMMUNITY SUPPORT, LEADERSHIP, COOPERATION		30	
C. TOURISM PLANNING AND MANAGEMENT		50	
D. SUPPORTING COMMUNITY ATTRIBUTES		25	
Subtotal Community Baseline Situation		**145**	
Section 2: SUSTAINABLE TOURISM PRACTICES			
E. ENVIRONMENTAL PRACTICES		15	
F. SOCIAL PRACTICES		20	
G. ECONOMIC PRACTICES		20	
Subtotal Sustainable Tourism Practices		**55**	
Overall Total (Sections 1 and 2)		**200**	

SCORING	
Community has the capacity for tourism development.	**120+**
Community may have capacity for tourism development but there are opportunities for improvement.	**80 - 119**
Community is not suitable for tourism development at this time.	**< 80**

NOTES:

ACTION PLAN:

IN THE NEXT MONTH:

IN THE NEXT THREE MONTHS:

IN THE NEXT SIX MONTHS: