Coastal Tourism Recognition in the Canadian Georgia Basin: An Analysis of Tourism Policy in Local Government Planning

by

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Abstract

Coastal tourism is gaining recognition in public-sector planning as a means to stimulate economic development. This paper describes the extent to which this form of tourism is explicitly incorporated into Official Community Plans (OCPs). The research is built on the premise that tourism objectives in OCPs are more likely to be met, if tourism is recognized explicitly rather than implicitly.

A combination of survey and content analysis techniques are used to identify coastal tourism's recognition in OCPs associated with communities and regional districts within the Canadian Georgia Basin. A local government survey is used to identify planning perspectives surrounding tourism recognition in community planning. The findings from this phase of the research suggest that while a variety of tourism planning policies exist in the study area, OCPs represent the most comprehensive means of incorporating tourism concerns into regional and community initiatives. The content analysis focuses on identifying the level of presence of coastal tourism policies within a sample of coastal and inland community OCPs. This is done through the use of Tourism Recognition Factor (TRF) indices that determine the weighted incidence of explicit compared to implicit tourism policies in these OCPs. This phase of the research indicates that OCPs in the coastal zone do not incorporate tourism to the extent of similar policy making in other areas. It demonstrates that communities emphasize tourism differently, and that there is lack of consistency in local tourism policy in coastal communities in particular. Improving tourism recognition involves creating a greater understanding of tourism policy issues as well as the types of policies that can be used to address these issues.

Dedication

For Michèle, thank you for everything. Although I did not always listen, I am especially grateful for your ubiquitous words of wisdom in response to my many related diversions: *“Yes, but finish the paper first.”*

Acknowledgments

Peter, thank you for your patience with my changing research topics, and for your encouragement during the long periods between draft submissions. I am particularly appreciative of your ability to channel my focus on research detail into more effective analysis and communication. Above all, I thank you for believing in me during the discussions we had prior to my joining REM.

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I am especially grateful to the Georgia Basin Futures Project Team, for providing initial funding for the scoping period of this tourism research. The community engagement research group deserves acknowledgment for making available many of the region's Official Community Plans.

Finally, I would like to recognize Coralie Breen of the Oceans Blue Foundation, for raising awareness about the importance of integrating tourism with other investigation in the Georgia Basin.

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[1] available in electronic format at http://www.rem.sfu.ca

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List of Acronyms

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CCZ	Community Coastal Zone
CLP	Crown Land Planning
CORE	BC Commission on Resources and the Environment
COTA	Council of Tourism Associations of BC
CR	Commercial Recreation
CRD	Capital Regional District
CTC	Canadian Tourism Commission
CVRD	Cowichan Valley Regional District
DFO	Fisheries and Oceans Canada
EA	Electoral Area
FDP	Forest Development Plan
EC	Environment Canada
FVRD	Fraser Valley Regional District
GBEI	Georgia Basin Ecosystem Initiative
GBFP	Georgia Basin Futures Project
GVRD	Greater Vancouver Regional District
HS	Horizontal Summation
IAMC	Interagency Management Committee
ICM	Integrated Coastal Management
IT	Islands Trust
LRMP	Land and Resource Management Planning
LRUP	Local Resource Use Plan
LTO	Local Tourism Organization
LUCO	BC Land Use Coordination Office (before June, 2001)
LUP	Landscape Unit Plan
LWBC	Land and Water British Columbia
MCAWS	BC Ministry of Community, Aboriginal and Women’s Services
MELP	BC Ministry of Environment, Lands and Parks (before June, 2001)
MSRM	BC Ministry of Sustainable Resource Management
MWLAP	BC Ministry of Water, Land and Air Protection

MOF	BC Ministry of Forests
MSCE	BC Ministry of Science, Competition and Enterprise
NRD	Nanaimo Regional District
OBF	Oceans Blue Foundation
OCP	Official Community Plan
ORC	Outdoor Recreation Council of BC
RI	Resident Input
RD	Regional District
RDCS	Regional District of Comox-Strathcona
RIC	Resources Inventory Committee
RRI	Recreation Resource Inventory
PR	Public Recreation
PRRD	Powell River Regional District
SCRD	Sunshine Coast Regional District
SLRD	Squamish-Lillooet Regional District
SRMP	Sustainable Resource Management Planning
SWOT	Strengths, Weaknesses, Opportunities, and Threats Analysis
TBC	Tourism British Columbia
TOS	Tourism Opportunity Studies
TRI	Tourism Resource Inventory
TRF	Tourism Recognition Factor
VS	Vertical Summation
WTA	Wilderness Tourism Association of BC
WTO	World Tourism Organization

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Coastal Tourism Recognition in the Canadian Georgia Basin: An Analysis of Tourism Policy in Local Government Planning

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1. INTRODUCTION

This section describes the context and rationale for the study, defines the study area, introduces the research questions, and provides an organizational overview of the report.

1.1. Context and Rationale

> "In most communities, comprehensive tourism planning is, at best, either non-existent or, ad hoc. For example, few cities or specific tourist destinations make mention of tourism in their official plans or industrial strategic plans. Many areas are content pursuing an 'unmanaged adaptation' policy toward tourism and/or may believe that the individual and collective planning (read 'marketing') activities of local hotels, attractions, and visitor and convention bureaus are adequate."—*Haywood (1988, 107).*

As traditionally resource-based communities are confronted with the realities of a declining staple economy, the prospect of a transition into tourism is often touted as the solution to their economic woes. This is becoming a growing trend in British Columbia as more operators are attempting to position themselves for various types of community tourism opportunities (Andressen and Murphy 1986; Gill and Williams 1994; Murphy 1988). Such opportunities include coastal and marine tourism, which is gaining recognition in public-sector planning as a means to stimulate economic development (Bailey 1998; Centre for Coastal Studies 2001; CTC 1998; Economic Planning Group of Canada 1997; Miller and Auyong 1991a). The Georgia Basin in particular is experiencing a surge in the demand for products that cater to the potential coastal traveler (Williams and Dossa 1999). Coastal tourism therefore needs to develop products that use existing resources in these communities (Fellenius et al. 1999).

This paper introduces the concept of tourism recognition. The concept expresses the relative emphasis that is placed on tourism in relation to other social and economic sectors in community planning. Specifically, it refers to the extent that tourism is explicitly mentioned in Official Community Plan (OCP) policy for product development, marketing, and other management purposes. Haywood's (1988) reference to the lack of tourism mention in such plans is an argument in support of the need for policy research in community tourism. This research is built on the premise that tourism objectives in OCPs are more likely to be met, if tourism is recognized explicitly rather than implicitly.

Preparedness

Although communities embrace tourism in a variety of innovative ways, it remains to be seen whether they are prepared to manage the innumerable opportunities and consequences of tourism development. Tourism depends on the recognition of it and other related recreation and amenity values in land allocation within community planning boundaries (Betz and Perdue 1993, 25; Reed and Gill 1997, 20). Coastal tourism is primarily associated with coastal areas, but depends on coordinated planning for facilities and services that are part of the broader tourism system across the region (Miller 1987, 66).

The challenge for coastal communities is therefore to recognize the diversity of system linkages involved in community tourism development, and to structure their policy and planning initiatives for the benefit of both residents and visitors. To meet this challenge, the paper describes the extent of tourism recognition in communities in the Canadian Georgia Basin based on a policy review of a cross section of OCPs. Tourism recognition promotes the need for policy integration across community planning sectors. It signals the extent to which tourism needs have been incorporated by local government into their OCP planning documents and related management programs. A substantive product emanating from this research is policy development guidelines that may help communities to craft policies that capture the potential, and protect the opportunity associated with community tourism.

Research Approach

The study involves the use of both survey and content analysis techniques. The survey provides an overview of current tourism planning issues identified by local government officials in the study area. It offers their perspectives on the recognition of tourism across a variety of communities and regional coordination efforts. In contrast, the content analysis produces a quantitative review of OCP tourism policy. Although a variety of tourism planning policies exist in the study area, the underlying assumption is that OCPs are the primary means to comprehensively incorporate tourism development into regional and community goals.

The content analysis reviews OCP policies from both coastal and inland communities. It is largely based on generic policy attributes that are important for all types of tourism in the study area. While OCPs generally do not contain specific coastal tourism policy elements, there are many more generic policies across the region that do affect its development. Tourism recognition in OCPs is described for 60 attributes at five levels of aggregation: the aggregate of all communities in the Canadian Georgia Basin; inland communities; coastal communities; inland areas of coastal communities; and coastal areas of coastal communities. Variability in recognition among areas is discussed in terms of the capacity for community participation in regional tourism planning and support for product linkages to coastal tourism.

Sustainability Context

Globally, Agenda 21 defines sustainable tourism development as “. . . development [which] meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future” (WTTC, WTO, and Earth Council 1995, 30). Such tourism supports environmental quality through respect for ecological processes, and encourages societal well-being through economic diversification and social responsibility. Host regions consist of local community amenities that make up the "beauty, pleasure, and experiences" that residents and visitors depend on for their leisure and business. (Siehl 1991, 3). Tourism recognition is integral to sustainable tourism because communities cannot adequately manage their growth in an informal manner. OCPs are the mechanism for making the best use of community resources, and are therefore important for guiding community tourism into a more sustainable fashion.

1.2. Study Area and Surroundings

> "The Straits of Georgia and Juan de Fuca, along with Puget Sound, create an inland sea around whose shores cities are rapidly growing and imposing urban pressures on a sensitive environment. Human activity intrudes more and more upon the natural beauty and amenities that have drawn residents and visitors to the Georgia Basin."—*Environment Canada and MELP (1999).*

The area of interest for this research is the Canadian portion of the Georgia Basin. Environment Canada has mapped the boundaries of this international ecosystem to correspond as closely as possible with the watersheds and marine bodies bounded by the Vancouver Island, Coast, Cascade, and Olympic Mountain Ranges (fig. 1.1). In the British Columbia Marine Ecosystem Classification System, the Georgia Basin ecoregion is defined as the Straits of Georgia and Juan de Fuca (Zacharias et al. 1998, 107). This paper refers to the Georgia Basin as the 'basin' and the Canadian portion of the basin as the 'study area'. The study area has a population of 2.7 million people residing on approximately 48,000 sq. km. of land in nine regional districts and the Islands Trust (fig. 1.2)[1].

The desirability of the Georgia Basin as a tourism destination largely stems from its accessibility to world renowned coastal and mountain environments where there appears to be ample opportunity for uncongested nature-based tourism (Miller 1987, 63). The basin is also an important gateway for travel to the rest of British Columbia and Washington. Increased access to its coastal areas via metropolitan centers accommodates a wide variety of travel activities, and subjects the resources of the coastal zone to an increasing range of negative externalities associated with tourism development (Miller 1987, 63-64). Examples of ecological and social effects that can be associated with unsustainable forms of tourism development include habitat fragmentation and loss of wildlife, degraded viewscapes, diminished air and water quality, congestion, loss of local control over natural resources, and a cultural dilution of the 'sense of place' in coastal communities (Bailey 1998, 32-4; ESCAP 1995, 15-27; Pearce 1989, 216-42).

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[1] All the districts are included in this study except for the northern portion of the Squamish-Lillooet Regional District and the northern and western portions of the Regional District of Comox-Strathcona.

Source: Environment Canada (1999)

Regional Planning

Several policy and planning initiatives specific to the study area that involve tourism planning and management components exist: the Georgia Basin Futures Project (SDRI 1999), the Georgia Basin Ecosystem Initiative (Environment Canada and MELP 1999), and the Blue Tourism Project (Oceans Blue Foundation 1999). Local government involvement in these processes is largely influenced by policies specified in their community's OCP. Therefore, tourism explicit recognition in OCPs can assist communities in building capacity for effective local participation in planning beyond community boundaries[2].

1.3. Research Questions

The goal of this research is to explore the extent to which tourism is incorporated into local government planning across the Canadian Georgia Basin. The emphasis is on the community coastal zone (a.k.a. coastal areas of coastal communities). Policies in the community coastal zone involve tidal waterfront, foreshore, and water areas only. Tourism recognition is used as a proxy measure for the level of horizontal integration between tourism and other community planning sectors in OCP policies.

The overriding research question is "what is the extent of local government recognition of coastal tourism in community planning?"

The extent of recognition is assessed by comparing Tourism Recognition Factors (developed in Chapter 3) between coastal and inland areas. The following sub-questions inform the core research question:

- What is the overall level of tourism recognition across the study area?
- Which regional districts and communities have high or low levels of tourism recognition?
- What is the character of tourism policy content across the study area?
- What is the character of tourism recognition policy content of coastal communities?

The hypothesis associated with these research questions is that:

- Local government planning in the community coastal zone does not incorporate tourism to the extent of similar policy making in other areas.

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[2] *Regional tourism planning* is broadly defined in this paper as any tourism planning or management process that incorporates planning for areas beyond one community (e.g. Crown land planning for tourism, growth management planning for tourism, or joint tourism strategies among communities). It is therefore not necessarily constrained by the provincial hierarchy of land use planning levels (collectively referred to as *strategic regional planning*) or regional district boundaries.

1.4. Report Organization

This report reviews the pertinent literature and presents a method for addressing the research questions. It then describes the findings, and discusses them in the context of improving coastal tourism recognition. This chapter has identified the overriding context and purpose of this research.

The literature review in chapter 2 includes sections on trends in tourism and coastal tourism, coastal management and land use planning, tourism policy and planning, and community tourism. It provides the broader land use context in which community planning operates, and focuses on positioning OCPs as a central tool for tourism planning in the study area.

Chapter 3 presents the research design for the local government survey and content analysis methods used. The design components of the content analysis method describe the sample selection process, the policy content criteria used, and the analytical approach used to interpret the policy data.

The research findings in Chapter 4 describe the extent of tourism recognition in the study area. The survey responses provide a tourism recognition ‘snapshot’ of local government tourism planning activity. The content analysis describes the extent to which attributes important to tourism are incorporated into OCP policy.

Chapter 5 addresses key management implications emanating from the findings. These include guidelines for improving coastal tourism recognition with reference to moving to more comprehensive growth management processes. The recommended guidelines are based on tourism recognition as a diagnostic tool for determining the relative emphasis placed on tourism in local government planning.

Chapter 6 reviews this research in the context of its original purpose and summarizes its central themes. Tourism recognition implications related to growth management and community collaboration on tourism initiatives are discussed as primary directions for further research.

2. LITERATURE REVIEW

Several themes are examined to inform the development of a research framework in this study. They are coastal tourism, coastal management and land use planning, tourism policy and planning, and community tourism.

This section begins with a discussion of trends in tourism and coastal tourism. It then provides an overview of tourism in coastal communities in British Columbia and suggests the types of tourism products that form the basis for coastal tourism development. Coastal management and land use planning is subsequently reviewed in the context of institutional responsibility in the coastal zone for Crown land planning and related resource disposition. Specific examples highlight tourism issues and concerns related to coastal tourism planning and management. The lack of substantive linkages between OCP tourism policy and tourism development throughout the coastal zone is emphasized. Here, the need for tourism explicit policies that focus on their relationship to coastal Crown land management is reinforced.

Tourism planning is explored via a review of the broader tourism system and the role of the provincial government in formulating tourism policy. The remainder of the literature review focuses on community tourism strategies as the product of local tourism planning.

2.1. Trends in Tourism and Coastal Tourism

An overview of tourism and its trends in British Columbia is presented that focuses specifically on those trends as they relate to the province’s coastal and marine tourism sectors.

2.1.1. The Scope of Tourism

> “The [WTO] definition of tourism adopted is an objective one which stands in contrast to the experiential definition that we have favored for leisure. However, it is the definition most commonly in use within the literature on tourism. More importantly, we do not believe that pleasure tourism can be studied in isolation from other forms of tourism such as business travel. The economics of the air travel and the accommodation industries, for example, are based on the carriage of both business and holiday tourists. Furthermore, it is common for business tourists to enjoy leisure activities during their trips.”—*Shaw and Williams (1994, 5-6).*

It is generally accepted that recreation activities are contained within the larger experiential realm of leisure. Tourism overlaps with leisure and recreation in a variety of ways, depending on particulars such as distance traveled, length of stay, and whether the primary motivation for travel is related to business or pleasure. Tourism and recreation refer to a diverse bundle of goods and services that are created as a result of people’s desire for leisure and the necessity of business and personal travel. In addition to the temporary movement of people, tourism includes the "activities undertaken at the destination and the facilities created to cater to their needs" (Mathieson and Wall 1982, 1). In contrast, recreation involves a wide variety of activities that take place within leisure. Recreation is therefore a component of tourism when the activity involves travel for the purpose of leisure. Furthermore, not all recreation in the tourism context is commercial recreation and vice-versa. Commercial recreation only refers to a recreational activity provided on a fee-for-service basis irrespective of travel (MELP 1998, 3).

Operationalizing Tourism

The World Tourism Organization considers tourism to include all travel by people "outside of their usual environment for not more than one consecutive year for leisure, business and other purposes" (WTO 1995, 12). International tourism therefore includes cross-border travel of any length by same-day and overnight visitors, the latter being tourists. In contrast, domestic tourism in Canada is defined as those trips that involve 80 km of one-way travel (Smith 1999, 139). Therefore, domestic tourism encompasses travel by same-day and overnight visitors as long as the distance threshold is met. Notwithstanding the logistics of tracking the variety of travel that qualifies as tourism, long-distance daytime travelers in British Columbia are at least conceptually considered part of the province's tourism system. In this study, overnight domestic visitors make up the entire domestic component of tourism because it is assumed that most of these stays meet the distance requirement (same-day visitation is unreported).

Economic Contribution

There were 22.3 million overnight visitors to British Columbia in 1999, providing a revenue of $9.2 billion (TBC 2001a, 2-3). Nearly half of these tourists were residents of British Columbia, and over one-fifth were from other areas of Canada. Tourism jobs accounted for almost 8% of the provincial labor force, and over half of these were in the accommodation and food and beverage sectors (p. 9). There are no tourism statistics available for the study area, but the Canadian Georgia Basin is encompassed by the Vancouver, Coast and Mountains and Islands tourism regions. Together, these regions comprised over three-quarters of the $1.3 billion accommodation revenue for the province in 1999 (p. 14).

The contribution of tourism to British Columbia's Gross Domestic Product (GDP) in 2000 increased almost 7% over 1999 to $5.4 billion (TBC 2001b, 4). It accounted for approximately 5% of the provincial GDP and was calculated as an aggregate of the tourism portion of other industries. Notably, over half of the tourism GDP can be attributed to the accommodation and transportation sectors. GDP may not be the most appropriate indicator of the importance of tourism for the province, but it provides an economic reference to support continuing efforts toward maintaining tourism on the public policy agenda. It is commonly reported that tourism is the second largest economic sector in British Columbia after forestry, and that its growth has outpaced the growth of traditional resource industries over the last decade (COTA 2000a, 1).

2.1.2. Beyond Marine Tourism

> "Marine tourism includes those recreational activities that involve travel away from one's place of residence and which have as their host or focus the marine environment. The definition is explicit in restricting marine tourism to recreational activities."—*Orams (1999, 9).*

Tourism in coastal settings involves much more than recreational activities with a marine theme. Although marine tourism is often the focus of specific product development opportunities in such areas, coastal tourism is a more comprehensive representation of the diversity of goods and services that require planning and management. It is therefore likely that marine tourism products are more explicitly recognized in coastal community policy development. Tourism research contains a wide assortment of literature on coastal and marine tourism. Some of the more prominent publications include the proceedings of the World Congress on Coastal and Marine Tourism (Miller and Auyong 1998; 1991b). Yet there is no substantive discussion on what constitutes differences between coastal and marine tourism. An understanding of coastal tourism is necessary to appreciate the broad scope of policies included in this paper.

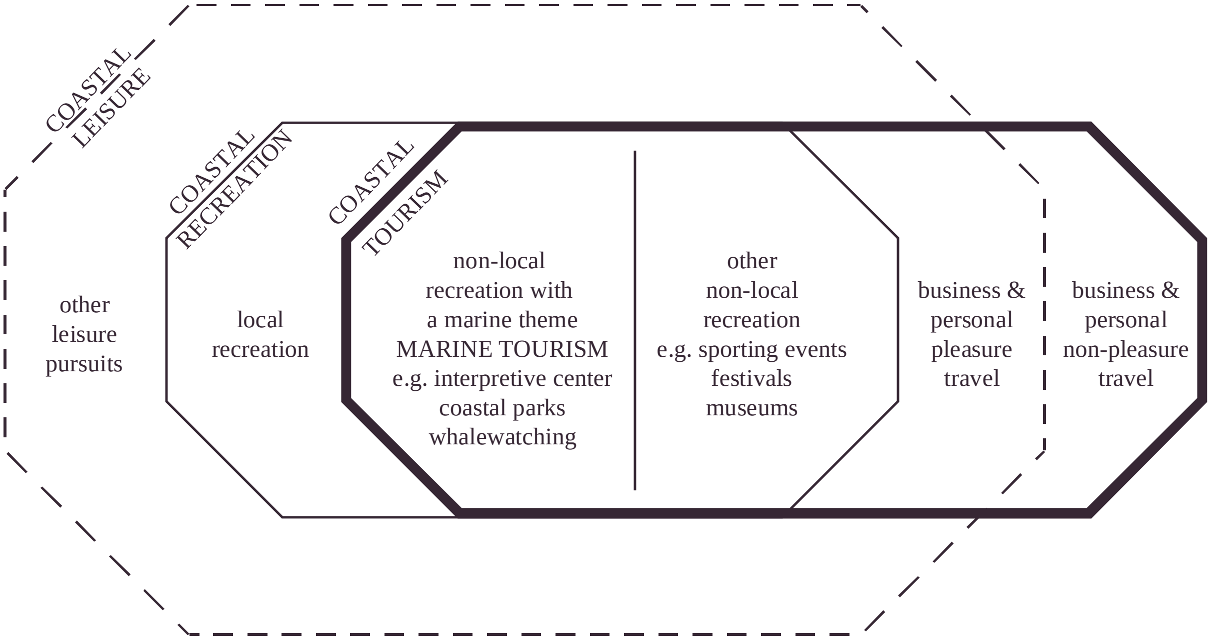
Product-Based Perspective

Differences between coastal and marine tourism are not readily apparent because they both take place on land and in the marine environment. Nonetheless, there is sufficient rationale to consider marine tourism as a subset of coastal tourism. Much of the literature, although short on detail, refers to both land and sea experiences of coastal tourism (Clark 1992, 43; ESCAP 1995, 6). The more specific marine tourism definition provided by Orams encompasses recreation that is both 'hosted' by the sea (on and in the water) and 'focused' on the marine environment (e.g. on the waterfront). This activity and leisure-based interpretation is generally consistent with earlier work by others (ARA Consulting Group 1991; Economic Planning Group of Canada 1997; Kenchington, 1993; Miller 1993; Murgatroyd 1999). "Indeed, a key ingredient behind the phenomenal success of coastal tourism stems from the ability to provide both terrestrial and aquatic recreational opportunities to tourists during a single trip" (Bailey 1998, 31).

Pearce (1989, 59) suggests that coastal tourism development is primarily concerned with providing access and accommodation. In a study of marine tourism in British Columbia, the ARA Consulting Group (1991, 1-5) acknowledged the importance of coastal facilities and services such as air charters and waterfront accommodation, but did not include tourism statistics from these sources in their marine tourism summary.

Similarly, a study on marine tourism in Nova Scotia considered coastal accommodations and restaurants as being related to marine tourism, but stopped short of incorporating them into their inventory (Economic Planning Group of Canada 1997, 8-10). Facilities and services such as accommodation, restaurants, and transportation contribute to all facets of coastal tourism, and it may serve little purpose to identify the portion that serves recreational clientele. Figure 2.1. encapsulates the fundamental differences between coastal and marine tourism, and places them in relation to leisure and recreation.

Figure 2.1.
Conceptual Model of Coastal and Marine Tourism



Adapted for the coastal context from Mieczkowski (1981, 189) and Murphy (1985, 9)

Generally, a rigid ordering of these disciplines is not without ambiguity, and focus should rather be placed on research into their functional form (Britton 1981, 199). One such example is the importance of locational accessibility for recreational resources (Kreutzwiser 1989, 39). Nonetheless, a conceptual representation of these disciplines emphasizes that marine tourism is only one component of the many features of coastal tourism that may or may not be explicitly recognized in coastal community planning.

Economic Implications

The activity-specific nature of marine tourism allows for reasonably accurate compilations of participation and economic statistics. For example, marine tourism revenue in British Columbia for 1989 was estimated at about $222 million (ARA Consulting Group 1991, 14-2). Most of this activity was attributed to recreational fishing (80%), with the remainder to ‘general coastal experiences’ (20%) such as power cruising, sail cruising, and wildlife viewing. The situation is likely different today, with the unprecedented downturn in fisheries and the growth of the Vancouver-Alaska cruise ship industry. Fishing lodges made up only 1% of provincial accommodation revenue in 1999 (TBC 2001a, 13), and there are about one million cruise passengers that pass through Vancouver annually, contributing over $500 million to the provincial economy (VPA n.d.). The growth in popularity of other outdoor recreation pursuits includes those that have historically been considered specialized niche markets. For instance, scuba diving only contributed $3.4 million in direct tourism revenue in 1989 (ARA Consulting Group 1991, 14-2), and although there are no official figures available, current industry estimates of $10 to $15 million are likely conservative (Beasley 2001, pers. comm.). Fisheries and Oceans Canada (DFO) has recently commissioned an updated assessment of marine tourism in British Columbia, although recreational fishing is not included at this stage (Jungwirth 2001, pers. comm.).

The only recent reference to an economic measure of marine tourism in British Columbia is in a federal/provincial marine protected areas discussion paper that attributes one-third of all tourism expenditures to marine related activities (DFO and LUCO, 1998, 8). In contrast, coastal tourism has no generally accepted practice for reporting statistics (Miller and Auyong 1991a, 76). The province of British Columbia reports that coastal economic activity in tourism and recreation comprised $782 million in 1990 (British Columbia 1998, 9).

Another example from the 1996 Canadian Ocean Industry Performance Assessment by DFO illustrates that misinterpretations of coastal and marine tourism are not uncommon (Stacey Consultants 1998). The ‘general coastal experiences’ category in the ARA Consulting Group report is a description for marine tourism operators that offer water-based recreational activities other than fishing. It was not intended as a definition for coastal tourism. However, it led to an interpretation (Stacey Consultants 1998, sect. 3.4.) that marine tourism was comprised of three distinct sectors; recreational fisheries, coastal tourism, and the cruise ship industry. Subsequently, Stacey Consultants (1998) reported $1.2 billion in marine tourism and $194 million in coastal tourism expenditures across Canada. This was largely based on an interpolation of the ratio between fishing and ‘coastal experiences’ in the British Columbia report.

This lack of consistency between provincial and national reporting highlights the diversity of contexts in which the coastal and marine tourism sectors are understood in Canada, and the need for standardization in indicators for a variety of tourism products.

2.1.3. Supply Based on Demand

> "One needs to look no further than the travel industry to identify successful businesses that have successfully combined the resources of the fishing industry with other cultural and heritage assets to create successful coastal tourism businesses. However, in the global marketplace where the competition for tourists is intense, there is a need for pertinent and specific information concerning the overall growth potential, as well as the market characteristics and product preferences of potential coastal tourism markets. With such information more informed decisions about tourism product development and marketing can be made."—*Williams and Dossa (1999, 1).*

Many tourism trends describe the supply and demand of tourism products and the efforts to match them. This is especially important at the community level where local resources to develop tourism may be limited. Tourism suppliers need to be aware of changing market demand. They also need to incorporate a more formal recognition of these tourism trends in their community development plans. Much has been written on various determinants of demand for tourism (Middleton 1988, 34-44; Pearce 1989; 108-129). Tourism demand is largely driven by a series of external and internal influences on consumer behavior (Williams 1992, 1). Global economic, political, and technological forces are the major external factors affecting travel decisions. Other factors of a more individual nature involve changing demographics and levels of consumer and environmental awareness. These latter factors are causing societal shifts towards an older, more affluent, and educated market that has very diverse servicing needs.

Nature-Based Tourism

Distinctive tourism product themes have developed that have broad industry representation in British Columbia. These include ski, sport fishing, golf, outdoor, touring, urban, and business and convention tourism (Price Waterhouse and ARA Consulting Group 1996). Several of the product themes fall under the category of nature-based tourism in general, and adventure or ecotourism in particular. Adventure tourism often entails activities that require special physical skills and endurance, as well as a relatively high degree of risk. Ecotourism on the other hand, is "environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features—both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socioeconomic involvement of local populations" (Ceballos-Lascuráin 1993, cited in IUCN 1996, 20). British Columbia's tourism industry has a strong focus on providing nature-based tourism products, many of which can occur in, or adjacent to coastal communities.

Market Analysis

For the study of marine tourism in British Columbia, the primary motivations for participation are described as the opportunity to see beautiful scenery and wildlife (ARA Consulting Group 1991, 12-10). However, no indication of the characteristics of potential markets interested in such pursuits are offered.

Market segmentation on behavior and demographics has evolved to incorporate the attitudes of travelers as a method of identifying consumer segments in tourism (Fitzgibbon 1987, 491). Market segmentation research on long-haul travelers to Canada describe the characteristics of some specific potential coastal tourism markets. Williams and Dossa (1999) report market characteristics based on such factors as demographics, motivation, and perceptions of Canadian travel products for those travelers who express an interest in visiting remote coastal attractions. In another long-haul travel study, coastal and marine tourism market segments are described as being eco-coastal, active beach, and passive seaside visitors (Moscardo et al. 2001). Based on the European market, their research cautions against solely relying on ecotourism alternatives for further coastal tourism development (p. 225). First, the eco-coastal segment that is willing to pay for ecotourism rather than adventure tourism experiences may be too small to yield a dependable level of activity. Second, the larger eco-coastal segment that is highly motivated for active exploration may severely impact sensitive coastal and marine environments. Finally, the high yield, low-impact seaside travel segment that tends to be the focus of public promotion is only moderately represented in the study.

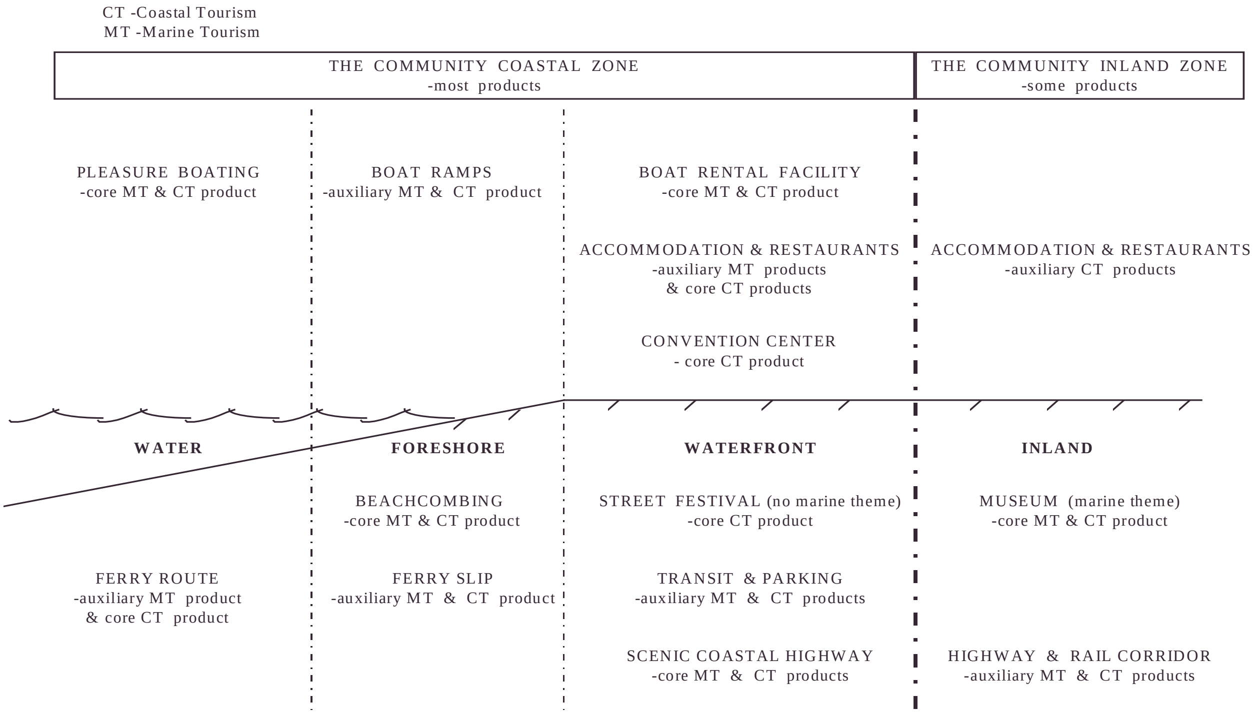
More market segmentation research on the demand for specific tourism products in coastal communities could help to provide the basis for local policy designed to enable some forms of coastal tourism development over others. Tourism products need to be sustainable, but they should not be limited to ecotourism.

2.1.4. The Community Coastal Zone

> “Tourism Planning for a coastal area often aims to produce strategies which identify the appropriate degree of naturalness, levels of access, type and extent of facilities, intensity of management, and level and type of recreational use.”—*Kay and Alder (1999, 167).*

In practice, community planning concerns about the water and foreshore usually involve the waterfront. A coastal setting in tourism implies that the shoreline is visible from the vantage point of the individual having the tourism experience, at least some of the time (other attributes such as the sound of surf and seabirds, or the aroma of the sea may extend further inland). Because natural and built landscapes differ among coastal communities, common features of a coastal viewscape can be defined as existing in tidal waterfront, foreshore, and water areas. Figure 2.2. summarizes some coastal and marine tourism products. It suggests that most of these products are developed for use within the community coastal zone.

Figure 2.2.
Coastal Tourism Zones with Product Examples



These coastal and marine tourism examples are presented as either core or auxiliary products to further emphasize subtle distinctions based on the definitions in the previous section. Pearce (1989, 27) employs the auxiliary terminology to denote supporting facilities and services required for the tourism experience.

The community coastal zone (a.k.a. coastal areas of coastal communities) may not embrace all elements of coastal tourism (e.g. museums with a marine theme that are not on the waterfront) and certainly does not include the diversity of human activities in the watershed that impinge upon coastal tourism quality. However, it encompasses the majority of coastal tourism products, and for all intensive purposes, largely represents coastal tourism from the coastal community planning perspective. A broader coastal zone definition for coastal communities may be warranted in the context of integrated coastal management, but the objectives of this tourism recognition research do not encompass such a wide scope of management implications.

2.2. Coastal Management and Land Use Planning

> "Tourism is a resource-based industry. The continued success of tourism as a sustainable industry is dependent on its ability to access and responsibly utilize the land, water, and air resources of the province. Tourism believes that there are three interrelated critical areas to be addressed: access and tenure, quality of the resource, and land use planning."—*Council of Tourism Associations of BC (1999, 1).*

Tourism activity in the coastal zone is subject to multiple layers of government jurisdiction that involve complex development planning and approval processes. Such complexity creates impediments to tourism development unless government institutions collaborate with one another, as well as with First Nations, the tourism industry, and local communities. This collaboration entails maintaining and enhancing the quality of the resource base and fostering an effective local tourism delivery system (Murphy 1985, 10). Local control over coastal resources, input into senior government policies, and access to capital are necessary to realize the community potential for value-added industries in coastal fisheries, forestry, and tourism (Coastal Community Network 1999, 21). However, there has been minimal cooperation among levels of government on substantive economic development strategies for coastal communities in British Columbia (p. 22).

Coastal tourism as a tool for linking local knowledge with economic diversification in Canada is evolving as one component of the current Ocean Management National Research Network initiative. This program is aimed at improving local governance over coastal resources (Centre for Coastal Studies 2001, 2). Any expanded role for regional and municipal governments in coastal management and land use planning in British Columbia is likely to benefit local tourism efforts that depend on access to land and water resources. This is because under the status quo, communities in transition are often unable to adequately resolve use conflicts that arise on adjacent Crown land (Pfister 2000, 38). Regional district land use designations go through an approval process with provincial agencies, and municipalities can only encourage these governments to act in their best interest.

This section reviews institutional responsibilities and processes for Crown and municipal land use planning in coastal British Columbia. An understanding of these functions is necessary to appreciate the broader role of OCPs in tourism planning throughout the coastal zone. Coastal tourism is discussed in the context of both public and private land to emphasize the need for comprehensive community planning. Provincial Crown land above the low water mark accounts for 94% of British Columbia's land base. It is estimated at about 65% in the Canadian Georgia Basin, and only 10% in the areas governed by the Islands Trust (Guthrie 2002, pers. comm.).

2.2.1. Institutional Responsibilities in the Coastal Zone

> "The current jurisdictional complexity in the coastal zone has made it difficult to coordinate programs and responsibilities between and within agencies, and complicated the management of coastal resources."—*Province of British Columbia (1998, 2): Coastal Zone Position Paper.*

While it is reasonable to consider all tourism that takes place in the coastal zone as coastal tourism, it depends on the extent of coastal boundaries (Abt Associates 2000, 16). The coastal zone in any particular study or management initiative is a spatial representation of those coastal resources that are the focus for research or management, and a strict definition should not be imposed (OECD 1993, 16; Salm and Clark 1984, 37). Interpretation varies from fixed and variable distance to use definitions of the coastal zone (Kay and Alder 1999, 343-45). It is important to recognize that 'land' encompasses all land, irrespective of whether or not it is covered by water (RSBC 1996a, sect. 1). Coastal management is therefore not distinct from land use planning, but broadens management objectives to include such things as water quality and living marine resources.

2.2.1.1. Senior Government

> "No act of Parliament has removed the province's ownership to the waters and submerged lands
> of the Strait of Juan de Fuca, the Strait of Georgia, or between major headlands."
> —*DFO (1997, 3): Role of Provincial and Territorial Governments in the Oceans Sector.*

Despite the inclusion of water in this reference, British Columbia jurisdiction is limited to the foreshore, seabed, and subsoil of its coastal internal waters (British Columbia 1998, 2). Moreover, provincial responsibility for living marine resources is restricted to aquaculture, plants, and wild oysters (DFO 1997, 4). All other marine resources are under federal jurisdiction and management (Navarro 2000). First Nations also exercise considerable influence over coastal resource management, with numerous outstanding and overlapping treaty claims concerning the land question, and constitutional rights to harvest for food and ceremonial purposes (BCTC 2001). Therefore, tourism recognition in this study includes the extent to which local governments engage other institutions with mandates and/or traditional responsibilities in the coastal zone.

Thia-Eng (1993, 83) describes the coastal zone as "the interface between the land and the sea with concern and interest concentrated on that area in which human activities are interlinked with both the land and the marine environments." The Canada Oceans Act (1996) does not define the coastal zone, but describes the nation's four maritime zones as extending approximately 200 nautical miles from the coastal baseline (sect. 4-17). The baseline defines the inner edge of the territorial sea and is equivalent to the low water mark on open shores. Internal waters consist of both inland waters and coastal waters bounded by headlands or islands that are landward of the territorial sea, including all waters in the Canadian Georgia Basin.

Integrated Coastal Management

The Oceans Act specifies that DFO "shall lead and facilitate the development and implementation of plans for the integrated management of all activities or measures in or affecting estuaries, coastal waters, and marine waters (sect. 31). Navarro (2000, 28-32) reviews the management implications of the lack of federal jurisdiction over internal waters in the context of public access and integrated coastal management (ICM). This legislative shortcoming is of particular concern for marine tourism, which depends on reliable access to the foreshore for a variety of activities.

In recognition of the limited federal jurisdiction to carry out integrated coastal management that involves internal waters and adjacent terrestrial areas, federal and provincial governments entered into a collaborative partnership for the Central Coast in 1998. The agreement to jointly manage 'coastal nearshore' areas enabled a draft Land and Resource Management Plan to be developed for the coastal portion of the region, and respected the federal responsibility for the Oceans Management Strategy (LUCO and DFO 1998, 3). To date, a similar arrangement for coastal areas of the Canadian Georgia Basin has not been developed. The implication for coastal tourism is that OCPs take on a significant planning role for those tourism attributes that would otherwise be formally acknowledged in ICM.

2.2.1.2. Local Government

> "Provincial review and approval of OCPs in unincorporated areas provides an opportunity to address provincial interests in the coastal zone portion of an OCP."—*Province of British Columbia (1998, 20): Coastal Zone Position Paper.*

Local land use and growth management planning is the responsibility of municipal and regional governments. For effective coastal management in the Canadian Georgia Basin, these responsibilities need to be recognized and coordinated with senior government initiatives (British Columbia 1998, 20). The Local Government Act (2000) requires communities in British Columbia to specify development policies in Official Community Plans (OCPs), and enables regional districts to prepare regional growth strategies. "A community plan is a general statement of the broad objectives and policies of the local government respecting the form and character of existing and proposed land use and servicing requirements in the area covered by the plan" (RSBC 2000, sect. 876). Growth strategies guide regional context statements and/or specific policy areas contained within municipal and electoral area OCPs[3] (RSBC 2000, sect. 878).

OCP Evolution

The Local Government Act replaced the Municipal Act, and includes several notable improvements that give local governments more flexibility and control in community planning (Abram 2000). The most fundamental change is the elimination of the requirement for specific enabling authority in favor of broad powers to implement policies. Communities can now enter into partnerships with stakeholders without seeking provincial approval. The implication is that local government may independently provide any service they determine to be within their mandate. OCP content is no longer constrained by an exhaustive and restricted list of policy issues. In addition, consultation requirements now include First Nations for the first time. These corporate, service, planning, and consultation powers create the potential for more responsive and adaptive local government decision making that may have a positive influence on emerging needs of the tourism industry.

Marine Land Use

Zoning is the primary tool for provincial and local land use planning in British Columbia. The provincial government delegates responsibility for foreshore zoning to the Islands Trust for the 13 island areas (470 islands) in the Strait of Georgia that are under its administrative jurisdiction as a *de facto* regional district (RSBC 1996b, part 1). The subtidal seabed between islands, although officially under provincial jurisdiction, is also considered part of the Islands Trust mandate for land use planning. The Islands Trust overlaps with parts of seven regional districts, and several of the trust areas are also electoral areas, albeit with limited land use planning authority (e.g. regional district parks and recreation commissions typically manage local parks). In the remainder of these districts, and in other regional districts, the province maintains its regulatory authority over both the foreshore and seabed.

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[3] OCPs are developed for both incorporated and electoral areas in British Columbia. Incorporated areas are municipalities, largely made up of urban/suburban and private land, and governed by locally elected councils. Public land is generally owned by the municipal corporation, although there may exist regional district land (e.g. regional parks and trails, watersheds for local water supply), provincial Crown land (e.g. agricultural land reserve, provincial forests, provincial parks, highways), and federal land parcels (e.g. port authorities) within municipal boundaries. Electoral areas make up all land outside of municipalities and are administered as Crown land units in a regional district. They can include one or more unincorporated communities and associated private lands, but largely comprise either forest land (timber and nontimber areas) subject to public or private lease/sale, or park land held in the public trust. Regional governments prepare OCPs in electoral areas, subject to provincial approval. They can apply to the entire area, but more often they are limited to one rural settlement cluster. Although with distinct communities in practice, this paper considers one electoral area as one policy community.

All regional districts are allowed to zone adjacent marine areas for activities taking place on the surface of the water as long as it does not interfere with senior government responsibilities such as federal authority over navigation or provincial leasing of aquaculture sites. Inconsistent priorities among local governments have often resulted in marine planning that is independent of provincial processes (McGee 1996, 12). However, it is recognized that local governments have a role in coastal management, particularly with respect to recreation planning within the Islands Trust (McGee 1996, 13). Notably, the Islands Trust exercises considerable influence through local trust committees that review referrals from provincial agencies for conformity with locally-designated zones that routinely extend 300 meters seaward (Adams 2001, pers. comm.).

Municipalities do not have jurisdiction below the high water mark and are therefore understandably dependent on senior governments for local marine planning. The exception may be the new municipality of Bowen Island, which lies within the Islands Trust. Specifically, municipal plans may only include broad policies on matters that are outside of their jurisdiction (RSBC 2000, sect. 878). For the marine component of coastal tourism, this suggests that municipal OCPs need to be coordinated with tourism planning in adjacent electoral area OCPs, regional growth strategies, and other Crown land planning and disposition processes. Such integrated planning has evolved in British Columbia, but the concept is not new. For example, Berris (1982) included the entire Sunshine Coast Regional District and its associated coastal waters in recommending a coastal zone management framework for the district that had a significant focus on coastal and marine tourism.

2.2.2. Strategic Land Use Planning

> "There are 12 subregional areas throughout the province where planning remains incomplete. In six of these areas, plans will be completed through the more detailed landscape unit planning process, rather than through a land and resource management planning process" —*Ministry of Sustainable Resource Management (2001, 2).*

Regional planning by the Commission on Resources and the Environment (CORE 1992-95) set the stage for participatory planning in British Columbia. In response to growing public discontent over public land management, government recognized the need for a new approach to land use planning and instituted an evolving process of collaborative negotiation with multiple stakeholders. The goal of CORE was to reach consensus decisions on recommended land use objectives and strategies to government based on a full range of forest values, including tourism and recreation. The process implication of such a broad mandate is a recognition that there is a demand for more inclusive and consensus-based models that accommodate rather than compromise disparate interests, collectively referred to as shared decision making (Brown 1996, 167;

Penrose et al. 1998, 28; Roseland and Rutherford 1993, 15-23; Wilson et al. 1996, 71). The transition to Land and Resource Management Planning (LRMP) began in 1993. These ten-year plans are ongoing, with approximately two-thirds of the province completed to date.

Coordination of all interministry strategic land use planning initiatives in British Columbia is the responsibility of the former Land Use Coordination Office (LUCO), recently restructured under the new Ministry of Sustainable Resource Management (MSRM). Land use planning is intended to be integrated planning; "planning that considers the full range of resources and values present on public lands, and aims to blend or coordinate management strategies and implementation requirements across jurisdictions" (Erlandson & Associates 1997, 1). Integrated plans are provincial, regional, subregional, or local in scope[4].

There are two key relationships between strategic land use planning and local government planning for tourism that are important for this study. First, municipal and electoral OCPs qualify as integrated local plans on Crown and private land (Erlandson & Associates 1997, 12). They are strategic in the sense that they inform Crown land agencies as to the issues and concerns of residents, and may affect the development of other plans in the regional planning hierarchy (table 2.1.). OCPs therefore have the potential to be a formal tool in identifying commercial parcels for tourism investment through Crown land disposition. Second, tourism resource inventories and opportunity studies provide information on tourism attributes in coastal areas that can assist local planners in developing more substantive tourism explicit policies. This section provides an overview of land use planning and disposition in the context of these relationships. It enables a research design that reflects the extent to which OCPs and other local government planning incorporate this broader planning context.

Table 2.1.
Land Use Planning Hierarchy

planning level	planning examples	planning area coverage
provincial	PAS-Protected Areas Strategy	95 million hectare (entire province)
regional	CORE-Commission on Resources and the Environment	8 to 3 million hectare
subregional	LRMP-Land and Resource Management Planning	5 to 1 million hectare
local	Electoral OCP-Official Community Planning	900,000 to 2,000 hectare
local	LUP-Landscape Unit Planning	100,000 to 50,000 hectare
local	Municipal OCP-Official Community Planning	40,000 to 20 hectare
local	LRUP-Local Resource Use Plans	15,000 to 5,000 hectare
operational	FDP-Forest Development Planning	<5,000 hectare

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[4] Regional planning is "strategic land and resource use planning for relatively large geographic areas—region and subregion" (Brown 1996, 166). There are four regional (CORE) and 27 subregional (LRMP) planning areas. The province has six forest regions, divided into 40 forest districts. CORE approximated forest region boundaries with the exception of Vancouver Island, and LRMPs are largely based on one or more forest districts. Regional planning can also mean regional district planning, although it is normally referred to as growth management planning in British Columbia because of its focus on population centers. All of the province's 27 regional districts have boundaries that partially coincide with those of forest districts.

Coastal Tourism Context

Coastal land use planning lags behind interior areas of the province. Although regional planning for Vancouver Island and protected areas planning for the Lower Mainland are complete (LUCO 2001), the Central Coast is the only coastal LRMP that has produced a draft land use plan (April 2001). All three subregional areas in the Canadian Georgia Basin include coastal components (Sunshine Coast, Sea to Sky, and Chilliwack). While it is beyond the scope of this paper to investigate the reasons for the lack of early LRMP focus on coastal areas, it is clear that the remaining negotiations will need to access information to support the increasing participation of coastal and marine tourism stakeholders.

New Landscape Planning Focus

In the revised land use planning directions announced by the new provincial government, ‘comprehensive’ Landscape Unit Plans will replace LRMPs in half of the remaining subregional areas (MSRM 2001, 2). Although existing land use plans will not be replaced, Sustainable Resource Management Planning (SRMP) is the new umbrella term for the land use planning hierarchy that will integrate the changes to strategic and operational level plans (MSRM 2002, 1). For tourism and recreation, there is an explicit focus on commercial recreation planning in the backcountry (MSRM 2002, 22). In contrast, public recreation planning, previously carried out by the Ministry of Forests, has yet to be formally incorporated into the planning structure.

In the Canadian Georgia Basin, the Sunshine Coast and Chilliwack subregions will be planned using landscape units (MSRM 2001, 2). Only the Sea to Sky subregion will remain as an LRMP, albeit with a more consultative than participatory decision-making structure consistent with SRM planning (MSRM 2002, 17). Considering that much of the remaining subregional stakeholder negotiation on land use planning in the study area will consist of relatively small Crown land units, electoral OCPs in particular may be sought after for additional guidance. Regional districts in the Sunshine Coast Forest District (Powell River, Sunshine Coast, and Islands Trust) and the Chilliwack Forest District (Greater Vancouver and the Fraser Valley) therefore have an opportunity to further their community role in the process, including a broader recognition of tourism in land use planning.

2.2.2.1. Tourism Perspectives

> "Regardless of the frequent and reoccurring tourism industry warnings from the very beginning of the provincial land planning process, the literature suggests the provincial government did not honor its pledge to ensure the land use plans would promote expansion, new growth, investment, and job creation for tourism-based industries."—*Pfister (2000, 22).*

In a survey of tourism operators in the Vancouver, Coast and Mountains and Islands tourism regions, the Council of Tourism Associations of British Columbia found that there are several issues within land use planning that are particularly important for about two-thirds of all respondents. They include "effective land use plans that value tourism interests, involvement of tourism interests in land use decisions, and the maintenance of scenic landscapes" (COTA 2000b, 2). Tourism stakeholders are active participants in land use planning processes in British Columbia, but there continues to be concern for their ability to effectively influence resource allocation decisions. Williams et al. (1998b) discuss several factors that contribute to this perception, including an apparent bias by some local governments toward resource extraction (p.55). Because many tourism interests overlap with both community and Crown land objectives, there is a need to involve not only regional, but municipal government in planning beyond community boundaries.

Legislation

The Tourism Act (RSBC 1996c, sect. 1) empowers the minister responsible for tourism in "reflecting tourism interests in land and resource use and management decisions." However, the lack of explicit decision-making authority in this statement, combined with the subsequent reference that the minister *may* rather than *will* "collect, evaluate and disseminate information regarding land and resources for tourism use" underscores the need for legislative changes for tourism to become an equal participant in land use decisions.

Participation

The tourism involvement in the Cariboo-Chilcotin CORE process is considered by Williams et al. (1998b, 62) to have achieved some resource recognition for the industry. They emphasize the lack of land use planning policies for tourism and the resulting gap in government support and understanding for their needs (p. 61). Pfister (2000, 35) builds on these observations and recommends that LRMPs need a more explicit and consistent focus on product development opportunities, specifically economic transition strategies for resource dependent communities. Such a focus does not imply detailed business planning but recognizes the link between LRMPs and local community planning, beyond certainty in the zoning of Crown land for current uses. Tourism amenities on Crown land are often extensions of local community attributes, albeit with a greater emphasis on natural areas. Integrated planning must therefore recognize that Crown land in the immediate vicinity of communities is in high demand by both local residents and community visitors, and that its preferred use continues to be outlined in many OCPs.

2.2.2.2. Crown Land Disposition

> “The government has disposed of most of the Crown land by way of lease, license, or permit, and outdoor recreationists are in turn faced with a variety of legal issues and restrictions concerning access to the various land designations. Similarly, owners or managers of private and public lands are being forced to examine their rights of possession, and their responsibilities of care, with regards to recreational users of that land”—McGee (1996, 17).

Disposition of Crown land is the central implementation component of the strategic land use planning policies of the provincial government. Crown Land in British Columbia is either designated forest land or park land. The Ministry of Forests administers about 85% of the land base (MOF 1999, 2). Tenure forms range from historical Crown grants and timber licenses to more recent small business tenure forms and pilot community forest agreements (Cortex Consultants 2000, 3). They are statutory agreements through which the Crown transfers rights to private parties to harvest timber, extract mineral resources, or otherwise occupy public lands, while retaining title to the land (Haley and Luckert 1990, 2).

Predominantly, it is the availability of commercial recreation opportunities that governs tourism investment on Crown land. Tenure for commercial recreation operators on Crown land is provided through Land and Water British Columbia (LWBC), a Crown corporation under MSRM. The enabling framework for this process is described in the Crown land recreation tenure management agreement between the British Columbia Assets and Land Corporation (predecessor of LWBC) and the former Ministry of Environment, Lands and Parks (BCAL and MELP 2000). The Commercial Recreation on Crown Land Policy contains guidelines for allocating tenure to commercial operators (MELP 1998)[5]. Because most of the provincial backcountry has significant wildlife value and has traditionally enjoyed limited access, LWBC is also responsible for assessing the environmental implications of proposed commercial recreation tenures (BCAL 2000).

Most tourism conflicts on Crown land are directly linked to incompatible recreation and timber activities or inappropriate activity levels at the local and operational level. It is this perception of activity conflict that is expressed in the broader tourism scope as limits to tenure, access, and impacts on resource quality. These attributes are particularly relevant in this study because they are indicative of tourism planning issues that cross community boundaries.

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[5] In the restructuring of MELP as the Ministry of Water, Land and Air Protection (MWLAP), the commercial recreation policy is now administered through MSRM.

Land Parcels for Community Economic Development

LWBC is mandated to take direction from all strategic land use planning processes, and to undertake specific recreational and access planning for implementation at the subregional level (BCAL 2000). The commercial recreation planning process in the Squamish Forest District is an example of recent LWBC efforts towards reconciling conflicting land uses in the backcountry (DLC Consulting 2000). Wildlife, public recreation, resource extraction industries, and parks were the focus of developing strategies for managing commercial recreation opportunities and use. For example, mitigation strategies included specifying the type and intensity of activities; separating conflicting activities in time and space; and negotiating rehabilitation or compensation for negative commercial recreation impacts (p. 33). Although communities were involved in this process, it was limited to government representatives and did not address specific economic development strategies or disposition procedures in relation to broader community planning in OCPs.

In a review of tourism development functions at the provincial level, Pfister (2000) ranks product development associated with land use planning as poor. Plans coordinated through LUCO lack "recommendations which would foster economic transition strategies for resource-dependent communities" (p. 35). However, LUCO's strategic plans are not designed to delineate specific land parcels for tourism development. The challenge for LWBC is therefore to conduct Crown land disposition that is responsive to community-based economic development, while respecting land use designations agreed upon in LRMPs and other strategic planning processes (p. 40).

Disposition in Accordance with OCPs

One of the functions of electoral area OCPs is that they enable local government to address land uses outside of settlement areas. Currently, they are utilized sporadically in Crown land processes by local planners and tend to reflect, rather than inform, land use decisions. The policies they contain either reflect or direct desired economic development in communities, and those encouraging certain uses on Crown land must be approved by the very agencies that are involved with land disposition. "Agencies of provincial government have the authority and power to endorse [local] land designations and to influence how community-based economic strategies involving Crown land can succeed" (Pfister 2000, 36). Communities that seek economic diversification strategies that include tourism recognize that such opportunities provide accompanying facilities and services in gateway communities.

In part, this recognition reflects the growing availability of subregional recreation resource inventories, and the transition from regional tourism resource inventories (Whyte et al. 1997) to community-based tourism opportunity studies[6] (Whyte and Nicolson 1999).

2.2.2.3. Resource Inventories and Opportunity Studies

> "At the strategic scale, the planning objective is to maintain resource quality and access. At the community scale, the chief objective shifts to the identification of near-term business development opportunities which do not compromise community values."—*Whyte and Nicolson (1999, 111).*

Tourism planning requires prior information on the attributes of the resource base that are necessary for tourism experiences. Rather than defining those attributes specific to coastal tourism, resource inventories identify tourism attributes in coastal areas. The latter approach prevents the exclusion of natural and built attributes that may depend on the scope of the chosen definition of coastal tourism. The existing use and capability components of many inventories involves linking attributes to specific tourism opportunities. However, an understanding of generic tourism attributes beyond those readily associated with opportunities provides a common basis for relating OCP content with tourism potential in the coastal zone. For example, information on landscape and wildlife features may stimulate evolving recreation activities (Williams et al. 1996, 11) such as the recent interest in storm watching on the west coast of Vancouver Island.

Tourism Attributes in Coastal Areas

Moscardo et al. (2001, 215) suggest several market survey features that are important for understanding tourism in coastal areas. In addition to general tourism attributes associated with wildlife, wilderness, and sites of ecological significance, they identify the importance of beaches and the seaside, opportunities for watersports, and access to remote coastal locations such as fishing villages or lighthouses. Public waterfront access is particularly recognized as a prerequisite for coastal tourism (Krausse 1995, 190; Pogue and Lee 1999, 220), although all levels of government in Canada are decidedly lacking in access provisions compared to the United States (Navarro 2000). From a tourism inventory perspective in coastal areas of British Columbia, emphasis is placed on the natural and cultural assets of its 29,000 kilometers of predominantly rugged, remote, and [moderately] undisturbed coastline (Bekker 1998, 71). Some of the more prevalent coastal resource inventory attributes described in Hamilton et al. (1995); Whyte and Nicolson (1999); Whyte et al. (1995): and Williams et al. (1996) include:

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[6] Regional and subregional inventories refer to the mapping scale rather than the extent of land use coverage or type of planning process. Typically, inventories are subsets of regions and subregions.

- presence of scenic features (e.g. viewing distance, frequency, duration, and angle);
- influence of adjacent scenery (e.g. degree of alteration, absence of resource extraction conflicts);
- availability of distinctive shoreline features (e.g. sheltered harbors, pocket beaches);
- existence of coastal heritage areas (e.g. First Nations interpretation);
- adequate marine access (e.g. launch facilities), and;
- proximity to amenities (e.g. walking distance to foreshore areas and coastal trails).

These and other attributes become pertinent for local tourism efforts if they are explicitly recognized as complementary to the more use-specific tourism content in OCPs. Although Whyte et al. (1997) discuss the potential for using attribute information in determining the value of regional Crown land for tourism, they caution that communities and local tourism operators prefer assessments on a land parcel basis (p. 192). A more tourism explicit recognition of Crown land attributes in OCPs is therefore a positive, albeit qualitative, step in this direction.

Williams et al. (1996, 3) categorize resource inventories into generic and use-specific exercises, based on the existence of broad or detailed planning objectives, respectively. Generic or holistic inventories are suited to the clearly strategic land use objectives of subregional plans, while use-specific applications are ideal for local or community-based planning, or more focused site-specific development. An understanding of these land and water attribute gathering exercises provides the necessary process background to pursue tourism attribute linkages between community and broader Crown land planning.

Inventory Types

In British Columbia, regional tourism information is accessed through both tourism and recreation resource inventories (TRIs and RRIs), and tourism opportunity studies (TOS). TRIs are carried out at a small scale (1:250 000) for regional planning of Crown land. RRIs are conducted at a larger scale (1:50 000), with several distinct inventories following Crown timber supply area and tree farm license boundaries within a forest district. The largest scale (1:20 000) is applied to TOS, which are ideally driven by community interests and cover both Crown and municipal land. TOS are typically carried out for an entire forest district, but can be larger or smaller depending on the number of communities involved. All three types of inventories contain generic and use-specific information, although TOS are more focused on the latter. TOS identify specific strengths, weaknesses, opportunities, and threats (SWOT analysis) for tourism product development and provide opportunity profiles for each community (MSBTC n.d.). They are intended to be used by communities and tourism operators to match resource-based tourism products with communities to stimulate rural economic development.

Inventory Application and Content

LRMPs are overseen by Interagency Management Committees (IAMCs) and are subject to final approval by the provincial government. One of the functions of these committees is to make available the necessary inventories and analyses to support the LRMP decision-making process. LUCO coordinates the interministry strategic inventory program through the Resources Inventory Committee (RIC), which is responsible for establishing standards and procedures for the inventory of natural and cultural resources. The inventory program acts as a depository for ministry databases on the status and attributes of land and resources in the province. RIC information is also used for local and operational planning, including the referral and approval of electoral area OCPs by provincial government agencies.

The Recreation Resource Inventory (Vukelich 1995) includes the Recreation Features Inventory (MOF 1998a), Recreation Opportunity Spectrum (MOF 1998b), Visual Landscape Inventory (MOF 1997), and the Recreation Facilities Inventory. Recreation inventories are required under the Forest Act (RSBC 1996d, sect. 3) and the Forest Practices Code Act (RSBC 1996e, sect. 2) and are primarily intended to guide the preparation of forest management plans at a number of levels. In contrast, tourism resource inventories (TRIs) are not required by legislation and have subsequently received less attention following CORE (e.g. Vancouver Island TRI). TRIs consist of two components (MSBTC 1996). The first is existing tourism use, which includes information on facilities such as transportation and accommodation, and areas of use for particular activities. The second is tourism capability or the relative ability of natural and cultural features to support a given tourism product. Most of these features are biophysical attributes, while cultural resources also include archaeological sites, historic and cultural monuments, and other places and activities of cultural interest.

Community Focus

Small-scale TRIs became increasingly inappropriate for both community and tourism stakeholders at the subregional level because of their lack of information on specific land parcels (Whyte et al. 1997, 192). The larger-scale TOS were subsequently favored to remedy this shortcoming. They were based on a similar procedure of gathering attribute data and represented one component of a three-part provincial Ecotourism and Adventure Travel Strategy (MSBTC n.d.). The other components include gateway community programs to expand existing linkages to outdoor recreation opportunities and best practices research on operational standards for tourism businesses. While all three have implications for tourism on Crown land, TOS are particularly appropriate for community land use planning and have recently been standardized under RIC (MSBTC 2000).

There are 19 completed TOS for the province to date, although only two include areas within the Canadian Georgia Basin (MCSE 2001). One covers parts of the Campbell River and Port McNeill forest districts, and the other includes all of the Squamish and parts of the Lillooet and Chilliwack forest districts. Therefore, they encompass many communities within regional districts in the study area (Comox-Strathcona, Powell River, Squamish-Lillooet, and the Fraser Valley). As TOS continue to be carried out in the study area, communities will be better able to influence their development with OCPs that contain tourism policies that address both Crown and municipal land.

From Inventories to Decisions

The literature on tourism and land use planning in British Columbia to date has largely focused on the process implications of insufficient or inadequate support mechanisms for shared decision making (Pfister 2000; Williams et al. 1998b). While there is a continuing need to evaluate recent and ongoing negotiation processes at this level (Williams et al. 1998a, 4), some complementary but preliminary research suggests that the fundamentally descriptive nature of tourism and recreation inventory data may be inadequate for an explicit evaluation of land use tradeoffs (Haider et al. 2001, 55-57). It proposes that current land use decisions are limited to a subjective selection of alternatives that are based on values inherent to the process participants, rather than on more structured valuation approaches. From an implications perspective, a particular land use allocation may not reflect the most appropriate ecological, economic, or social choice for the area—nor recognize that alternative evaluation techniques are available.

Moreover, there continues to be immediate concern over the technical nature and timing of existing inventory information provided to planning participants (Pillman 2001, pers. comm.). Because RIC serves as the technical source for ministry databases, standardized mapping symbols and codes often require extensive interpretation in LRMP processes. Subsequently, much of the inventory information receives only marginal attention by those participants without a technical background. In some cases, participants mitigate this deficiency with complementary information gathering exercises. For example, tourism and recreation stakeholders on the Central Coast LRMP carried out their own inventory because the IAMC reported that existing information was both incomplete and of poor quality (Pillman 2001, pers. comm.). In another more proactive case, the Outdoor Recreation Council of BC conducted a public recreation study for the Squamish Forest District based on a descriptive recreation user survey (ORC 2000). With the commercial recreation studies that have also taken place in the same area (DLC Consulting 2000), the Sea to Sky LRMP process is reasonably well positioned to serve the interests of tourism and recreation on Crown land.

Decisions taken at LRMP tables govern the availability of Crown land for a variety of purposes. To be effective, OCPs with Crown land policies need to reflect community and local tourism interests that are compatible with the type of land use assessment carried out for LRMPs. Since that process remains largely inventory-based, communities would benefit from OCPs that clearly specify the local Crown land attributes that relate to local resource-based tourism and recreation. Electoral OCPs may be approved more expediently, and they may serve as a compatible baseline for the broader allocation decisions in subregional planning. Moreover, they would strengthen rather than compete with the disposition of Crown land emerging from the hierarchy of strategic planning processes.

2.3. Tourism Policy and Planning

> "Fundamentally, whether it be at the local, regional, national, or international level, it is policy that determines the goals and objectives and provides the guidelines for tourism development."
> —*Edgell (1999, 71).*

Inferred in the need to understand the tourism system for planning and management purposes is that there are many elements that interrelate to create product packages and dependencies that are not always recognized as tourism by the supplier, planner, or by the consumer. This section moves beyond specific coastal management and land use planning concerns to a more generic review of tourism policy and planning. It discusses the concept of the tourism system, product recognition, and the role of the provincial government in providing a policy framework that enables effective local destination development.

Policy making in tourism is a mix of public and private decisions for changing the present in view of the future (van Doorn 1981, 5). Desired future conditions may only be achieved if these decisions are supported by valid research into potential positive and negative impacts during the tourism planning process. The primary purpose of tourism policy is to improve the quality of life for people around the globe by eliminating impediments to travel and protecting the environment on which travel depends (Edgell 1999, 24). Ideally, it is a cooperative effort with government intervention limited to managing the failures of economic markets to fully reflect public preferences (e.g. local land use planning policy that encourages town centers over highway commercial strip development). Therefore, concern over how tourism is managed is central to tourism policy and planning that maximizes opportunities for responsible tourism development. Government policies are one of several external factors that impinge upon tourism development (Gunn 1988, 75). Their design and effect depend not only on the coordination and mix of public responsibility and private emphasis on tourism planning (Getz 1983), but also on the level of recognition of the total tourism product (Medlik and Middleton 1973, 32).

All sectors of the economy rely on both goods and services. Tourism is considered a service sector because of its emphasis on travel-related services, particularly those associated with the hospitality industry (primarily accommodation, food and beverage, guiding, and retail). However, tourism is also a resource industry that depends on the availability of land and water. It is this resource-based tourism perspective that is the focus in the following sections.

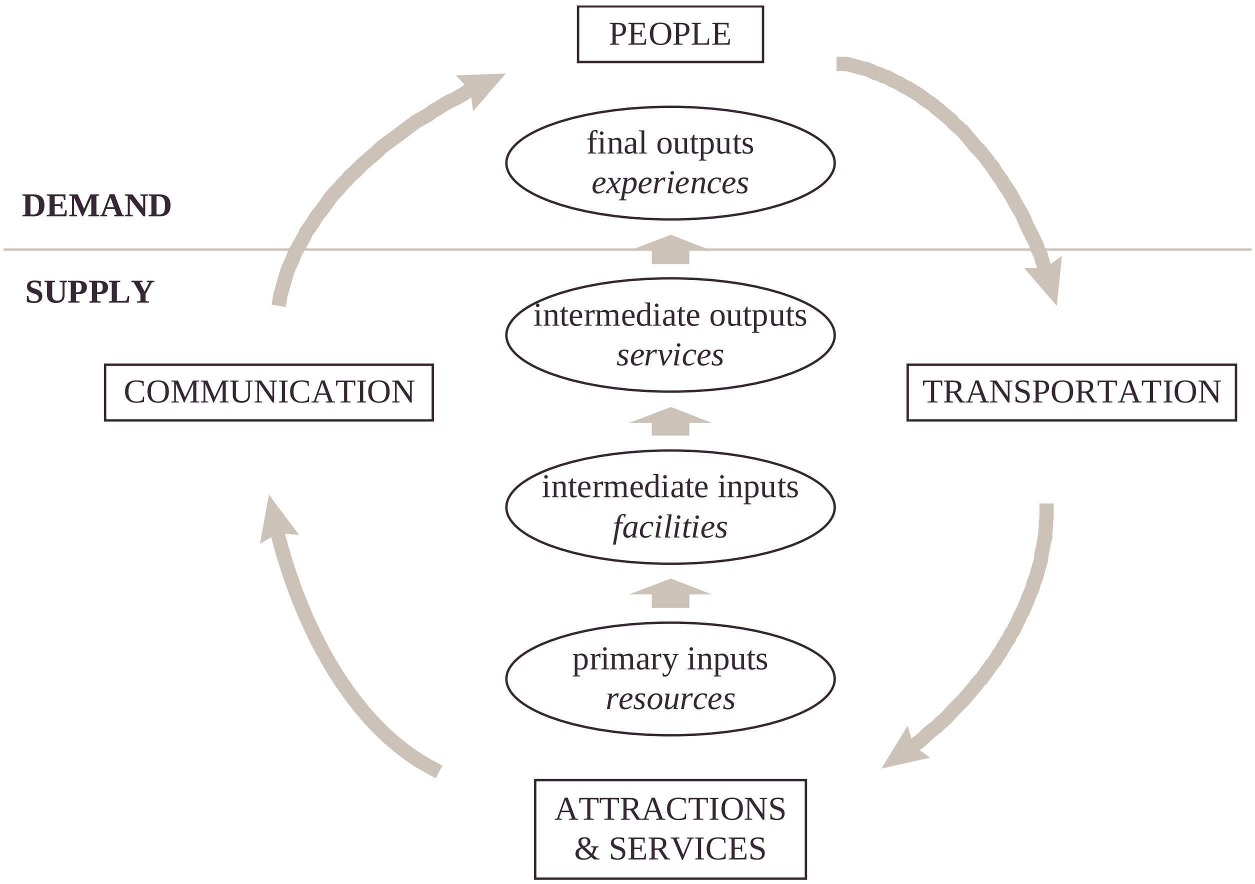
2.3.1. Tourism System Components

> "A clear and explicit concept of the [tourism] product will provide greater precision in discussions related to the nature of tourism and the planning, development, management, and delivery of its products."—*Smith (1994, 583).*

Tourism planning requires an understanding of the demand and supply-side components of the tourism system (Gunn 1988, 69). Several authors have contributed to the evolution of the system perspective, with minor variations in the labeling of system components. Gunn (1972, 21) frames the supply components as transportation, attractions, services, and information/direction; Medlik and Middleton (1973, 29) refer to destination attractions, facilities, and access as components of the 'tourist product amalgam'; and Jafari (1982, 2) describes a 'tourism market basket of goods and services.' Murphy (1983a, 9) discusses visitor perceptions and later (1985, 10) combines them with supply components to represent the tourism market; and Mill and Morrison (1985, 2) group attractions and services together into a destination component. Taken together, the literature describes the functional form of the tourism system. The demand component consists of the people that consume tourism products through desired experiences (final outputs of the tourism production process), while the supply side provides the goods (primary and intermediate inputs of resources and facilities) and services (intermediate outputs) necessary for tourism experiences (Smith 1994, 591). Supply components can therefore be summarized as transportation, attractions and services, and communication (fig. 2.3.).

From the primary input and final output perspective, land use planning is a supply-side process that involves resource allocation, while market analysis is a demand-side activity that results in targeted provision of experiences (market analysis being the demand aspect of marketing). The distinction is less absolute with respect to facilities and services, because product development is a component of both land use planning and marketing. Because tourism products can become more value-added at each stage in the production process, product development is commonly perceived as being more associated with the communication (positioning and promotion) elements of marketing and the availability of superstructure rather than on the resource and infrastructure provisions of land use planning. Clearly, product development in the form of land, water, parks, and transportation requires marketing agencies in particular to be more cognizant of their function in the tourism system as a whole. Local governments are increasingly taking on the role of marketing their communities while fulfilling their traditional land use planning duties.

Figure 2.3.
Conceptual Model of the Tourism System and Production Process



Adapted from Gunn (1972, 21) and Smith (1994, 591)

One of the primary resource inputs into the tourism production process is land. There is a growing recognition that for tourism to compete with other resource, industrial, commercial, or residential interests for tenure or other property rights on land, it must have access to amenities and attractions associated with a range of natural and cultural resources. “The challenge is to be able to fit tourism planning into existing community planning structures, without requiring a complete reworking of those structures” (Williams, M. 1993, 4).

The conceptual organization of supply-side relationships in the tourism system is particularly relevant for integrated tourism planning at the local level. Many community planning policies in OCPs involve the movement of people, community amenities and services, and information exchange among residents, businesses, and planning authorities. Respectively, they are analogous to the transportation, attractions and services, and communication components of the tourism system. The system perspective for community planning is well-known, and is expressed in the study area as planning initiatives for ‘complete communities’ (Environment Canada and MELP 1999; GVRD 1999). Such communities require integration of their policies similar to the integration of tourism system components for community tourism planning. Although measurable progress towards achieving complete communities is slow, it is even less common for communities to incorporate tourism in this holistic perspective (notable exception is the Resort Municipality of Whistler, in Waldron 2000). By explicitly recognizing tourism across a broader range of local policy, tourism development and broader community planning systems are more likely to be mutually supportive and beneficial.

2.3.2. Product Recognition

> “It does raise the question whether airlines are really in the business of selling identical seats in the air (a transport experience) and whether hotels are really in the business of offering multiples of identical beds in multiples of identical rooms (an accommodation experience). Are not both types of suppliers rather serving to facilitate what is seen by the consumer to be part of the overall tourist experience? If the latter is true, it follows that the interests of all suppliers of facilities would be more effectively served if they identified their respective roles in the tourist experience, and organized their respective marketing efforts accordingly.”—*Medlik and Middleton (1973, 32).*

Product development in tourism has its origins in product marketing (Kotler 1967; Krippendorf 1971, cited in Medlik and Middleton 1973). The initial applications of the tourism marketing concept were in resort hotel development, wherein market segments were matched with tourism products in a buyer’s market as opposed to tourism sales in a seller’s market (Medlik and Middleton 1973, 34-35). The American Marketing Association (1960), cited in Kotler and Turner (1981, 136-137) defined durable and nondurable goods as tangible, and services as intangible. This distinction allows a tourism experience, for example, to be viewed as a series of tangible products related to travel (airline seat), accommodation (bed unit), and activities (recreation), combined with intangibles such as cultural authenticity, local community attitude, and a ‘sense of place.’ There is a wide body of literature that explores demand aspects of the tourism system as tangible and intangible experiences (Cohen 1979; Jafari 1987; Krippendorf 1987; MacCannell 1976; Urry 1990). Some of it concerns the individual consumption of tourism in the context of Maslow’s (1954) hierarchy of needs.

Although intended to coordinate marketing efforts from a demand perspective, Medlik and Middleton's total product approach can be applied to tourism planning as a supply-side policy analysis tool. For example, natural resource management in the context of tourism lodging implies that the state of forests, wildlife, and water resources are recognized for their contribution to the total tourism product (Gunn 1988, 206). Similarly, alternatives for acceptable levels of forest disturbance need to be assessed in terms of conservation, harvesting, and visitation objectives. Seemingly distinct policies may impinge on the functioning of the tourism system if they are not explicit in their relation to any number of tourism attributes, both at the destination and in traveling to the destination. Moreover, recognition does not necessarily imply that tourism is desired. For instance, tourism may be an unplanned effect of a regional transportation improvement policy that changes the volume or character of visitation over time (e.g. Sea To Sky Highway).

Tourism recognition is expected to vary amongst public and private management units. Each will place different emphases on tourism development depending on their mandate. In the study area, the local public management unit is the community. Often, communities represent regions that are rooted in attractions based on their natural and cultural amenities[7]. Management is therefore not about ensuring that all communities embrace tourism in a similar fashion, but rather encouraging those communities that have tourism on their policy agenda to be cognizant of the role key natural and cultural resources can play in supporting the industry's sustainable development. Whether policies that affect tourism are based on planning (rational approach) or reactive to short term needs (ad hoc approach), they must mention tourism explicitly to enable management for tourism. Because many community planning policies may be construed to directly or indirectly affect tourism, the challenge is to identify those policies that can be more clearly stated to support tourism.

2.3.3. Provincial Role

> "Government at the national level, and the local authority at the specific destination level, will need an explicit rather than an implicit tourism policy which must be clearly stated. It must clearly indicate the intended strategy for development and be formulated after full consultation with the trades as well as the resident population."—*Lickorish et al. (1991, 123).*

Tourism system components are dynamic and interrelated, creating changes in product relationships that need to be recognized, encouraged, or prevented through tourism policy, planning, and management at all levels of government. Tourism policy making in British Columbia is based on a rather ad hoc interaction of individual community plans and the strategies developed by the larger industry, regional, and provincial marketing and land use agencies. For regions to realize their tourism potential, there needs to be policy coordination among the various levels of government. Senior government policy direction is necessary to guide tourism development of facilities and services at the local level. Most community tourism policy research is therefore in the context of enabling policies at a senior government level or intersectoral coordination at the land use planning level in British Columbia (Edgell 1999; Gunn 1988; Pfister 2000; Williams et al. 1998b). While the focus of this paper is on policy consistency at the local level, some mention of the provincial structure of tourism policy and planning is necessary for contextual purposes.

Provincial Government

Because of the multitude of policy players at the provincial level, and the diverse nature of the tourism industry in general, it is a challenge to identify the scope and direction of tourism planning in the province. With the reorganization of the former ministry responsible for tourism, several new and existing agencies inherited a tourism policy and planning function that has yet to coalesce into a formal provincial tourism policy beyond marketing. It is important to recognize that even if there remained one dedicated ministry responsible for tourism, there would always be related responsibilities in other ministries that are integral to tourism development (e.g. parks and protected areas, transportation, and skills development).

The Ministry of Competition, Science and Enterprise (MSCE) is the primary ministry responsible for tourism. As the ministry accountable for the business climate, it is expected that it will focus primarily on the commerce of tourism (e.g. Tourism British Columbia and the Vancouver Trade and Convention Centre). Tourism British Columbia (TBC), a Crown corporation established in 1997, retains primary responsibility for tourism marketing. Through private sector partnerships, they coordinate visitor reservation and information services that link over 7,000 tourism products across communities with their domestic and international markets (TBC 2000, 15). In previous sections on coastal management and land use planning and disposition, the Ministry of Sustainable Resource Management was identified as the lead agency with respect to tourism on Crown land. Based on their continued focus on Tourism Opportunity Studies (e.g. Sunshine Coast Forest District), it is expected that they will carry through on the policy of the previous government to foster ecotourism and adventure travel opportunities. Finally, arts and culture in a tourism context are the responsibility of the Ministry of Community, Aboriginal and Women's Services (MCAWS).

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[7] Although overlapping with several Tourism British Columbia marketing regions, the study area is not currently marketed as a destination region in its entirety.

Non-Government Organizations

The Council of Tourism Associations (COTA), an industry advocacy organization, remains the principal non-government body that works to influence government policy with respect to land use, public investment, and taxation policy. Some of the highlights of their work include supporting the initiation of a process to develop a Provincial Tourism Growth Framework in conjunction with the former ministry responsible for tourism (COTA et al. 2001). Other relevant policy advocacy organizations include the Outdoor Recreation Council (ORC), the Oceans Blue Foundation (OBF), and the Wilderness Tourism Association (WTA).

Local governments and local chambers of commerce look to Tourism BC and the ministries involved with tourism to provide provincial policy that encompasses tourism product development, promotion and positioning, and skills development. Product development is the weak link among these three functions. One area where product relationships can be improved is in "recognizing the integration of community-based tourism development strategies in regional land use planning" (Pfister 2000, 43).

2.4. Community Tourism

> "With the trend toward decentralized decision making and community action, plus tourism's dependence on destination-area resources and goodwill, it is important to gauge the chances of successfully merging industry and community aspirations."—*Murphy (1988, 97).*

Community tourism development focuses proportionately more on social and economic initiatives rather than on underlying conservation objectives. However, the tourism literature is extensive with research on the potential for local economic and social imperatives to lead to ecological sustainability through local decision making and stewardship (Andressen and Murphy 1986; D'Amore 1983; Getz 1983; Gill and Williams 1994; Haywood 1988; Murphy 1985, 1983b; Reid et al. 1995; Wark 1995; Williams, M. 1993).

This section reviews community tourism strategy development as it relates to OCPs. It discusses local control over resources and integrated tourism strategies as the key features of this relationship.

2.4.1. Local Benefits and Engagement

Communities need to have policies that not only specify the course of tourism growth, but also influence aspects of community living (Gunn 1988, 255). A substantive focus for community tourism should center on the perceived and real benefits to be derived from the local consumption of tourism products. Community tourism differs from tourism in communities in two respects. First, community tourism must offer opportunities for local residents to engage in tourism planning and decision-making processes, irrespective of whether operations are locally-owned or operated. Second, a significant portion of the total tourism product must be consumed locally with benefits accruing to the local population.

The public engagement component of community tourism is partly addressed through the OCP development process. “A local government must not adopt a community plan bylaw, rural land use bylaw or zoning bylaw without holding a public hearing for the purpose of allowing the public to make representations” (RSBC 2000, sect. 890-1). In addition, “A council may establish an advisory planning commission to advise on all matters respecting land use, community planning or proposed bylaws” (RSBC 2000, sect. 898-1). It is on the basis of these requirements, that OCPs can be considered as the policy backbone for community tourism development.

Tourism planning needs to be based on a systems perspective of ecosystem management (Grumbine 1997; 1994) and adaptive management (Taylor et al. 1997). This involves attempting to balance ecological, economic, and social considerations in decision making. In a tourism context, “It is the environment—natural habitats, built structures, culture, heritage, history, and social interactions—that will sustain tourism into the next century” (Edgell 1999, 49). Moreover, “sustainable tourism in its simplest definition means achieving growth in a manner that does not deplete the natural [a.k.a. ecological imperative] and built environment and preserves the culture, history, and heritage of the local community [emphasis added]” (Edgell 1999, 50). While an expressed recognition of local benefits and participatory decision making in tourism policy and planning is a measure of progress toward community tourism, these overarching management principles provide the guiding framework in which they are carried out. In the context of this study, recognizing tourism explicitly at both broad and detailed levels of community policy is therefore desirable.

2.4.2. Integrated Tourism Strategies

> “The complete integration of tourism development is unlikely in many communities, just as the attainment of sustainability is more of a goal than a reality in most situations. However, sincere attempts at integration which include the involvement of local communities are more likely to be well received than development for which no effort is made to reach compatibility, if not symbiosis, with local [ecological], economic and social systems.”—*Butler (1999, 78).*

Public policy tends to consider tourism as an implicit component of many sectors of the economy. Although accurate with respect to its interdependencies, this perspective does not provide the direction necessary to fully integrate tourism with other societal activities. However, a community that embraces tourism development as part of its public policy agenda in particular, is most apt to adopt integrated policies that make the best use of existing resources across sectors (Gunn 1988, 206).

Butler (1999) provides a policy perspective on community tourism integration and defines integrated tourism planning as "the process of introducing tourism into an area in a manner in which it mixes with existing elements" (p. 67). These elements are the relationships and processes at a destination that embody community values. Successful integration with tourism requires an ecological, economic, and social 'fit' in the community (Butler and Hall 1997, 254). Such considerations can only be met with policies that accommodate: competing priorities, local control over amenities, small-scale and well-timed developments, and an informed community at all times (Butler 1999, 69-70). In short, it involves public policy that considers tourism as an explicit component of many sectors of the economy.

Policy Evolution

There has been considerable work on tourism integration at all levels of public policy. The emergence of a tourism policy presence in Canadian municipalities is, however, relatively recent. Getz (1983) reviewed examples of federal, provincial, and local tourism policy and found that municipalities generally did not have such policies, but relied on the promotional activities of institutions such as chambers of commerce, tourism industry associations, and convention and visitor bureaus.

There are several factors that contribute to this lack of early public intervention in local tourism development. First, in noting barriers to municipal implementation of regional plans, Murphy (1985, 170) suggested that community tourism amenities have been discounted in favor of a coordinated regional policy, and indicated that short term mandates of locally-elected officials compromise effective public participation. Second, there were no signs of the impending downturn in resource industries, particularly in Western Canada, so communities were not seeking to diversify their local economies until a few years later (Andressen and Murphy 1986, 18). This became much more obvious throughout the following decade in view of the declining ability of rural communities in particular, to attract industries and compete in an increasingly global economy that promotes migration to urban centers (Bourke and Luloff 1995; Reid et al. 1995). Third, at least in contrast with the United States, Canada is more bureaucratic and less entrepreneurial (Gunn 1988, 67) suggesting a gradual or *laissez-faire* public policy approach to the business of tourism in this country. The developing nature of tourism policy suggests that tourism recognition research may assist communities in transition with their tourism integration efforts.

Objectives for tourism development typically include the volume of tourism increases being sought, kinds of activities or attractions, length of stay, tourism markets, and seasonality (Economic Planning Group of Canada 1986, 51). While these are important objectives to consider, the focus has arguably concentrated more on maximizing regional economic development potential than on ensuring community compatibility: “The days of adding tourism development onto existing regional economic structures in the naïve belief that it will contribute to the overall well-being of the region should be long past” (Butler and Hall 1997, 255).

The OCP Option

Alternatively, growth management in community tourism planning has considerable appeal (Gill and Williams 1994; Wark 1995; Williams, M. 1993). However, the realities of constraints related to planning priorities in particular, as well as funding, political will, and local expertise often prohibit the development of any coordinated tourism planning at the local government level beyond OCPs. Gartner (1996, 274) suggests that many guidelines produced for community tourism development are idealistic in this regard, and do not consider the limited means that may be available. Moreover, many communities may not have the desire or appreciation for growth management, but this has more to do with misconceptions about tourism in general than competing priorities or low levels of tourism development (Butler 1999, 76). Growth management may therefore not be appropriate for all communities in the study area, especially those in rural areas surrounded by vast tracts of Crown land (e.g. small towns, electoral area communities).

OCPs are typically an assemblage of desired community development policies. A community may proceed from the development direction specified in their OCP to the provision of a building permit or subdivision approval for a tourism facility. Similarly, it may participate in a regional land use planning process and rely on its OCP to specify which areas are locally relevant for Crown land tourism (e.g. commercial recreation operators based in communities) and local tourism development (e.g. scenic and accessible surroundings for visitors). OCP policies should therefore be responsive to further integration through an explicit recognition of the “tourism mix with existing elements.” As tourism development evolves, communities may be inclined to pursue more formal growth management planning for tourism. It is particularly appropriate as OCPs are central tools of growth management, and integrated tourism policies in OCPs can only serve to facilitate the progression (discussed as a management implication in Chapter 5).

Framework for Tourism Recognition Research

OCPs that have the potential to support the aims of integrated tourism strategies have been discussed throughout this literature review as those that seek to improve their level of tourism recognition. Central and peripheral elements that relate to tourism recognition in this study are summarized in table 2.2. Their linkage is in the capacity for all communities to recognize their relationship with coastal tourism in the form of collaboration and understanding of tourism values in local and regional planning initiatives.

Table 2.2.
Elements Related to Coastal Tourism Recognition

central elements	peripheral elements
-land use planning in coastal areas	-land use planning overall
-local govt. responsibilities	-senior governments
-tourism inventory attributes	-LRMP processes
-coastal community planning	-community planning
-tourism attributes in coastal areas	-tourism attributes in communities
-core coastal tourism products	-auxiliary tourism products

A framework of criteria for assessing the extent of explicit and implicit tourism policy presence in local government is summarized in table 2.3.

Table 2.3.
Criteria for Tourism Recognition Assessment

- A distinction is made between coastal and inland areas in order for the core and auxiliary features of coastal tourism to be adequately compared (e.g. inland area is inland of the waterfront).

- Variables extensively rather than intensively describe the content of tourism policies to encompass a holistic tourism system perspective. This implies the use of substantive (e.g. transportation and other system components) and process (e.g. tourism production process) variables.

- Attributes comprising the variables are specific in character so that inferences can be made with respect to their Crown and municipal land use implications (e.g. forestry and natural scenic quality).

- A policy that is tourism explicit implies, by extension, that all attributes it contains are also tourism explicit. However, those same attributes may occur in another policy that is implicit to tourism. The focus is therefore on attribute analysis across the range of tourism policy types. For example, some communities may not place an importance on the provision of public waterfront access for tourism purposes, whereas for others it is an integral part of their tourism product.

3. RESEARCH METHOD

An exploratory and comparative research design was used to describe the extent of local government recognition of coastal tourism in community planning. The geographic focus for the research was the Canadian Georgia Basin, represented by its coastal and inland communities. The research concentrated on identifying the Tourism Recognition Factor (TRF) within the area of study. This section presents the research design for the local government survey and content analysis method used, and discusses their strengths and limitations in addressing the research questions.

The overriding research question was “what is the extent of local government recognition of coastal tourism in community planning?”

The extent of recognition was assessed by comparing Tourism Recognition Factors between coastal and inland areas (TRFs were operationalized as being the weighted incidence of tourism explicit compared to tourism implicit policies in OCPs found within the region). The following sub-questions informed the core research question:

- What is the overall level of tourism recognition across the study area?
- Which regional districts and communities have high or low levels of tourism recognition?
- What is the character of tourism policy content across the study area?
- What is the character of tourism recognition policy content of coastal communities?

The hypothesis associated with these research questions was that:

- Local government planning in the community coastal zone does not incorporate tourism to the extent of similar policy making in other areas.

3.1. Local Government Survey

> "One approach in tourism is not to prove new relationships or to demonstrate the value of new practices, but merely to describe. While some scholars denigrate the value of descriptive research, tourism knowledge is in such a state of infancy that descriptive research is valuable and necessary today. The many facets of the complicated phenomenon we call tourism have not even been described adequately."—*Gunn (1987, 5).*

All regional district and municipal government planning departments in the study area were contacted via electronic mail and asked to participate in a survey addressing a series of tourism planning issues. Appendix A.1. provides a list of respondents and describes the survey instrument used. The intent of the survey was to provide a 'snapshot' of tourism recognition in community planning. While not focusing on the determination of TRF values, the survey addressed several planning perspectives surrounding this concept. In particular, it qualitatively addressed the following research questions:

- What is the overall level of tourism recognition across the study area?
- Which regional districts and communities have high or low levels of tourism recognition?

Moreover, it sought to identify planning initiatives/documentation that might further inform the content analysis that was to be conducted on tourism policy in OCPs. Communities with high levels of tourism recognition were those that included tourism in at least one of its parks/recreation/culture amenity plans, engaged in some level of tourism planning activity, and considered tourism part of its planning responsibility. Communities that did not meet any of these criteria had low levels of tourism recognition.

The questionnaire covered topics related to regional growth strategies (regional districts only), community amenities, tourism strategies, local tourism planning, and Crown land tourism planning. The ensuing responses were summarized under those subject themes. Response rates were 90% (9 out of 10) for respondents from regional districts and 42% (25 out of 59) for respondents in municipalities.

3.2. OCP Content Analysis

> "Content analysis is any technique for making inferences by objectively and systematically identifying specified characteristics of messages."—*Holsti (1969, 14).*

A content analysis was used to determine the type and extent of tourism policy found in a sample of OCPs within the study area. The approach was used to review both municipal and electoral area planning documents. Its design components describe the sample selection process, the policy content criteria used, and the analytical approach used to interpret the policy data. The units of observation were communities and the units of analysis were tourism policies associated with those communities.

The content analysis quantitatively addressed the following research questions:

- What is the overall level of tourism recognition across the study area?
- Which regional districts and communities have high or low levels of tourism recognition?
- What is the character of tourism policy content across the study area?
- What is the character of tourism recognition policy content of coastal communities?

Content analysis has been used widely in the tourism and policy analysis literature (Malloy and Fennell 1998; Kale et al. 1987; Wheeler 1989). In British Columbia, content analysis was used by the Capital Regional District (CRD) to assess the type of general and regional content among OCPs in its regional growth strategy process (CRD 1997). Although it contained only cursory references to tourism, its content analysis did aggregate the findings from OCPs for a subset of the study area. Regionally significant OCP statements were coded in relation to a variety of goals: environment and resource, physical infrastructure, mobility, quality of life, economic vitality, pattern/rate of growth, and governance (p. 66-75). The findings of that analysis did not contain sufficient information for community tourism planning (discussed further in Chapter 5). However, the research did demonstrate that regional districts take a very broad-based approach to growth management, and that detailed tourism investigations of OCP content may be appropriate for use by communities.

3.2.1. Sample Selection

> "Policy research relates to the strategic analysis and planning activities of a tourism organization on the tourism system as a whole."—*Ritchie (1987, 16).*

The OCPs selected for review in this study were chosen for their geographic representation of communities that were likely to have policies with considerable influences on the study area (fig. 3.1.). The intention was not to draw a representative sample of communities in the Canadian Georgia Basin, but to sample those communities within the region that would have proportionately larger influences on the characteristics of

the study area's tourism system. For example, a random sample may have excluded popular destinations such as Vancouver, Victoria, or Whistler. While the approach was logical and structured (Bouma and Atkinson 1995, 208), the chosen nonprobability sampling design precluded the application of statistical tests for generalization to the study area. However, cross-validation of the purposive sample with the study area demonstrated that researcher bias was minimal and that generalization to the population may be justified (section 3.3.1.).

Sample Parameters

A total of 107 communities distributed across 10 regional districts are located within the study area. To ensure regional representation, six communities within each regional district were initially selected based on their ability to represent areas with the largest land cover (2), highest population (2), highest density (1), and lowest density (1) (table 3.1. and Appendix A.2.).

Table 3.1.
Example Community Criteria and Score

REGIONAL DISTRICT	COMMUNITY	TYPE	AREA (km2)	POP 1996	DENSITY	AREA RANK[2]	POP RANK[2]	SCORE[3]
Squamish-Lillooet	Village of Pemberton	inland	3.3	855	**260**[1]	101	98	0.50
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	coastal	**193.5**[1]	**9,247**[1]	48	37	39	1.32
Fraser Valley	Chilliwack	inland	266.5	**61,708**[1]	232	30	13	2.33
Greater Vancouver	Surrey	coastal	**371.4**[1]	**304,677**[1]	820	22	2	4.17

[1] The community was selected for inclusion in the sample based on these criteria values.

[2] The largest land cover and the highest population have ranks = 1.

[3] score = 1/ (area rank + pop. rank) * 100

The surface area and population parameters were chosen as physical and demographic surrogates for regional policy influence because of their potential reach in communities (BC Stats 1996; Min. of Municipal Affairs 1996). The density criterion provided a check for rural/urban representation. Because more than one of these values applied to some communities (e.g. large area and large population on Saltspring Island), a total of 39 out of a possible 60 communities were selected for review.

Scores were assigned to communities based on their ranks of land cover and population within the study area. This information was used to obtain a weighted measure of the relative influence of their policies (e.g. sample scores ranged from Pemberton with a score of 0.50 to Surrey with a score of 4.17). High scores implied that policy implementation had a more extensive influence on the study area's tourism development than low scores.

For example, the score for Surrey was calculated as follows:

score = 1/ (area rank + pop. rank) * 100
= 1/ (22 + 2) * 100
= 4.17

The purpose of the community score was to apply the measure to each tourism policy in the OCP. This facilitated the creation of cumulative scores for the attributes used in the content analysis (section 3.2.3.). This approach was in accordance with the initial scoring of units of observation, and subsequent characterization of units of analysis (Babbie 2001, 311). All frequency percentages in the findings were based on cumulative policy scores rather than the number of policies.

Sample Communities in the Context of Coastal Tourism

Section 2.1. indicated that coastal tourism predominantly takes place in the coastal areas of coastal communities and that it often relies on supporting facilities and services from more inland areas. Figure 3.1. shows that several of the study area communities have relatively small coastal areas compared to their inland areas (e.g. Oyster Bay/Buttle Lake, Cowichan Lake South, and Squamish). Therefore, tourism in the community coastal zone cannot be adequately discussed without also investigating supporting facilities and services in adjacent inland areas. Coastal tourism products are dependent on the coordination of policies among three general areas[8]:

• *Coastal Areas of Coastal Communities*

Both marine and terrestrial activities of marine tourism combine with core (attractions and accommodation) and auxiliary (restaurants, retail, and transportation) facilities and services in the coastal zone to constitute the coastal tourism experience. All tourism policies that focus on the waterfront and seaward in coastal communities either discuss marine tourism activities or their associated facilities and services. Typically, coastal tourism attractions consist of the natural coastal environment, the built environment of the waterfront, and/or the marine tourism activities themselves.

• *Inland Areas of Coastal Communities*

Coastal tourism is part of a broader experience that takes place inland. The auxiliary facilities and services in these areas are particularly important for coastal tourism because of access requirements via inland

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[8] The sample design for both coastal and inland communities across regional districts ensured adequate representation of these areas. Figure 3.1. shows the Electoral Area of Whistler South with a coastline. However, because of the size of its inland area and a lack of any coastal policies in its OCP, it was considered as an inland community in this study.

transportation hubs and the inability of waterfront development to meet all visitor needs. Core facilities and services in inland areas may also constitute one component of a combined destination package.

- *Inland Communities*

The coastal tourism linkage to inland communities is less apparent, but similar to inland areas of coastal communities. The relationship is primarily one built around regional transportation concerns, and the variety of travel-related facilities and services involved. Coordination of these policies requires cooperation between coastal and inland communities.

3.2.2. Policy Content Criteria

> "Determining appropriate units of analysis—the individual units that we make descriptive and explanatory statements about—can be a complicated task."—*Babbie (2001, 306).*

The unit of analysis in this study was tourism policy found in OCPs. However, there is no established set of criteria that defines a tourism policy. In this study the term was operationalized to include any policies that were either explicitly or implicitly related to tourism. It was felt that this approach would serve to capture all policies that formally recognized tourism as a focus for planning and management, as well as those that clearly involved attributes important for this activity to take place.

Preliminary Scan

Initially, one coastal and one inland community OCP from each regional district were examined to determine the type and extent to which tourism was included in OCPs. This stage of the content analysis signaled the need for tourism explicit and tourism implicit categories of tourism policy assessment in all of the 39 OCPs sampled. In this preliminary scoping exercise, tourism was generally recognized as a means for economic development. Unlike for other economic and social policies addressed in OCPs, little focus was placed on the ecological, social, and cultural ramifications of tourism development in these communities. As a consequence the OCPs were reviewed for tourism policies that were explicit or implicit in character.

Tourism Explicit Policies

Policies that specifically mentioned tourism were considered explicit in character. These included policies that used tourism terms such as tourist, visitor, overnight, accommodation, resort, camping, tour, and backcountry recreation. Camping and backcountry terms were included as tourism terms because of their frequently close association with tourist behavior. As a consequence, there may be some inherent overestimation of the extent of explicit recognition of tourism in the OCPs.

Tourism Implicit Policies

Because tourism products are often comprised of many attributes that exist in communities, policies related to non-tourism specific attributes were considered implicit to tourism (table 3.2.). Because some tourism implicit policies exclude attributes linked to resident quality of life, yet often enhance visitor experiences, the full extent of policies influencing tourism in this content analysis may be underestimated. However, applying broader criteria than those in table 3.2. would imply that almost all OCP policies are tourism implicit. Such an analysis would lead to few practical recommendations.

Table 3.2.
Tourism Implicit Policy Criteria

conferences, interpretive programs, and community marketing
public access, outdoor recreation, and scenic quality explicit to mountains, waterfront, foreshore, water, resource lands, and regional and provincial parks[1]
interregional transportation[2]
intraregional air, water, and rail transportation,[2] and scenic routes

[1] Access and scenic quality policies related to building design, landscaping, and urban streetscapes are excluded.
[2] Transportation policies specific to commuter traffic are excluded.

Policy Components

Each policy was catalogued according to the regional district and community it was related to, the primary policy objective, and the associated policy instrument (table 3.3. and Appendix D).

The objective states what the policy is intended to achieve, while the instrument states what means are to be used to achieve the objective. The structure of policies in OCPs vary among the communities. Objectives range from broad to specific, and instruments vary from general statements about the use of regulatory, incentive, and information-based tools, to implementation details beyond the policy realm. Appendix B.1. reviews the decision rules used to select the most appropriate objectives and instruments.

Table 3.3.
Example Tourism Policies

REGIONAL DISTRICT	COMMUNITY	POLICY OBJECTIVE	POLICY INSTRUMENT
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	promote improvements to the transportation system for all modes of travel, specifically to provide ease of access for travelers while preserving the amenities of residential areas	encourage the development of pedestrian trails for public access to beaches, parks, and other areas of interest toward the establishment of a comprehensive recreational trail system throughout the district
Fraser Valley	Chilliwack	work with other groups, such as First Nations, to identify, plan, develop, and market attractions	encourage the community to promote tourism through connections with agriculture, the downtown, First Nations, and heritage resources

3.2.3. Policy Analysis

> "Content analysis is essentially a coding operation. Coding is the process of transforming raw data into a standardized form. In content analysis, communications—oral, written, or other—are coded or classified according to some conceptual framework."—*Babbie (2001, 309).*

The fundamental classifications in the content analysis were tourism explicit and implicit policies. Their presence or absence answered the question of *whether* or not tourism policies were formally recognized in OCPs. To address *how* they were recognized, a description of these policies associated with several planning and/or management themes was undertaken.

Policy Categories

Each of the policies identified was classified and coded with respect to 60 possible attributes associated with nine variables. The variables included the geographic area of influence, land use focus, marketing focus, tourism impact, tourism cycle, tourism production process, related community and industry sector or government, transportation aspect, and amenities (table 3.4.). Tourism cycle refers to the stage (life-cycle) of tourism under policy consideration, whether it involved *travel* to and from the destination, *stay* at the destination, or *activities* at the destination. All tourism explicit policies were associated with one or more of these three tourism cycle attributes. Policies that were not coded into any of the tourism cycle categories were tourism implicit policies.

Table 3.4.
Tourism Policy Categories

Area	**Impact**	**Sector/Govt.**	**Transportation**	**Amenity**
inland	internal on tourism	resource industry	transportation corridor	culture/heritage
coastal	external on tourism	forestry	highway/major road	entertainment
waterfront	external from tourism	mining	resource road	interpretation
foreshore	**Cycle**	fisheries/aquaculture	trail/path	recreation
water	tourism cycle	agriculture	pedestrian/nonmotorized	education
Land Use Focus	tourism travel	hydro	air	access
land use	tourism stay	parks	rail	congestion/crowding
allocation/designation	tourism activity	industry	coach/bus	scenic quality
facility/activity design	**Production Process**	residential	automobile/traffic	natural scenic quality
nonallocation element	tourism resource	First Nations govt.	ferry	environmental quality
Marketing Focus	tourism facility	fed./prov. govt.	commercial watercraft	water quality
Marketing	tourism infrastructure		pleasure watercraft	air quality
promotion	tourism service			wildlife/habitat
positioning	tourism experience			

Appendix B.2. provides a rationale for the choice of attributes, lists the criteria for each attribute, and includes keyword examples from the policies identified that triggered the coding of specific attributes. For example, coastal area policies involved *tidal* waterfront, foreshore, and water areas that only existed in coastal communities[9]. In contrast, waterfront and water area policies applied to both coastal and inland communities. Impact, cycle, and production process groupings were specific to tourism and were therefore not associated with policies with a tourism implicit character. For example, it was not possible to infer a reliable impact relationship with tourism if it was not specified in the policy.

Multiple Entries

The coding procedure was designed to include multiple entries that addressed how tourism policies were recognized. Multiple entries may be more the exception than the rule in content analysis, as the operational definition of a variable should ideally be composed of attributes that are mutually exclusive (Babbie 2001, 311). While some attributes were mutually exclusive, most policies were associated with about 10-20 of the 60 possible categories (example provided in Appendix B.1.).

Community Score Applied to Attributes

Each tourism policy within a particular community was assigned its community score to obtain a weighted measure of its relative influence across the study area. Cumulative policy scores were then calculated for each attribute. For example, the amenity attribute of environmental quality was mentioned in 217 policies in a variety of communities. Based on the community score, these policies resulted in an index (weighted incidence) of 249.3 for environmental quality. Overall, the 672 policies in the analysis yielded a total policy score of 836.2 for all attributes combined. Therefore, environmental quality was referred to in 29.8% of all policies (table C.1., Appendix C). Such statements are intended to describe the tourism policy content in comparison with other attributes.

Furthermore, cumulative scores for environmental quality and other attributes were developed in relation to their explicit and implicit character as well as to their geographic area of influence.

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[9] Coastal and inland areas of coastal communities are not mutually exclusive from a policy coding perspective. Policies triggered the inclusion of both categories if they specified criteria for both areas, or if they were general enough to apply to both areas (see section 3.1.4.).

Data Interpretation

Indices for each of the 60 policy categories was summarized in three datasets: Total (T), Tourism Explicit (E), and Tourism Implicit (I).

Note: E and I are always subsets of T, where T = E + I

Table 3.5. displays the summary framework used for comparing the extent of tourism policy recognition between coastal and inland areas of coastal communities. Similar frameworks were employed for the other summary tables in Appendix C (the aggregate of all communities, the comparison of coastal and inland communities, and the summary of regional districts and communities)[10].

Table 3.5.
Example Framework for Tourism Policy Results Related to Natural Scenic Quality[1]

POLICY	COASTAL COMMUNITIES																	
TYPE	COASTAL AREA									INLAND AREA								
POLICY	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF
CATEGORY	score	%	score	% T	% E	score	% T	% I	E/I	score	%	score	% T	% E	score	% T	% I	E/I
natural scenic quality	25.6	7.6	3.2	12.5	3.9	22.4	87.5	8.8	0.14	41.2	9.3	10.7	26.0	4.7	30.5	74.0	14.0	0.35
Overall	335.8	100.0	82.5	24.6	100.0	253.3	75.4	100.0	0.33	444.1	100.0	227.1	51.1	100.0	217.0	48.9	100.0	1.05

[1] table C.3., Appendix C

Attribute indices in each of the three datasets for both coastal and inland areas are listed as cumulative frequency scores as well as percentages. In this example, the percentages of natural scenic quality in coastal areas is interpreted from left to right as:

- *Total (T)* 7.6% of policies in coastal areas involve natural scenic quality. VS

  Note: This index is used to describe the attribute content of tourism policy. It is a vertical summation (VS) that yields the attribute percentage of the overall policies in the dataset.

- *Explicit (E)* 12.5% of natural scenic quality policies in coastal areas are tourism explicit. HS
  3.9% of tourism explicit policies in coastal areas involve natural scenic quality. VS

  Note: The latter of these two indices is more pertinent for describing the content of tourism explicit policies and is derived with vertical summation. The former index is a horizontal summation (HS) that yields tourism explicit percentages of the total score for that attribute. It provides a richer level of detail for cases where attribute-specific information is necessary to complement the discussion.

- *Implicit (I)* 87.5% of natural scenic quality policies in coastal areas are tourism implicit. HS
  8.8% of tourism implicit policies in coastal areas involve natural scenic quality. VS

  Note: As described for Explicit (E) above, with implicit substituted for explicit.

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[10] Detailed examples of the interpretation of each table are provided at the onset of each section of Appendix C.

The indicator that is used most frequently is the Tourism Recognition Factor (TRF). Qualitatively, the term is a statement that suggests that tourism recognition is a factor to consider in developing local tourism policy. Quantitatively, it is the tourism explicit score in proportion to the tourism implicit score:

TRF = E/I

From a tourism management viewpoint, the TRF allows for a comparison of recognition between coastal and inland areas[11]. For all coastal community tourism policies, the TRF is 0.33 for coastal areas and 1.05 for inland areas (overall in table 3.5.). These values are interpreted as:

- There are 0.33 times more tourism explicit than implicit policies in coastal areas.
- There is an approximately equal presence of implicit and explicit policies in inland areas.

In summary, tourism policy making in inland areas of coastal communities is 3.18 times more formally recognized than in coastal areas based on the same set of evaluative criteria (1.05/0.33). The findings therefore identify gaps in policy consistency across the coastal zone that are discussed as tourism management implications in Chapter 5.

Moreover, the TRF demonstrates the extent that a particular attribute is formally recognized in a tourism policy context. For natural scenic quality in coastal areas (table 3.6.), the TRF is 0.14 and is interpreted as:

- There are 0.14 times more tourism explicit than implicit policies in coastal areas that involve natural scenic quality.

Similar to the overall summary above, policy making that involves natural scenic quality in inland areas of coastal communities is 2.5 times more formally recognized than in coastal areas based on the same set of evaluative criteria (0.35/0.14). This level of analysis allows for the determination of the ways in which policies in coastal areas are less recognized than in inland areas. It provides the basis for the development of guidelines to improve coastal tourism recognition.

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[11] TRF > 1 = more tourism explicit, TRF < 1 = more tourism implicit.

3.3. Strengths and Limitations of the Study

> "Content analysis bears only on the content (or message) link in the chain which extends from the communicator's intent through that message to its effect on some target audience."—*Carney (1972, 196).*

The content analysis in this study yielded a useful description of tourism recognition in local government planning from a policy perspective. However, it was limited to secondary research that described the status quo of recorded communications. The local government survey partly mitigated this shortcoming by introducing some complementary primary research. Together, they converged on thematic and attribute-specific recommendations for improving coastal tourism recognition.

The strengths and limitations of this study depend on how well the overall research design included representative sampling, and whether it met reliable and valid criteria of measurement quality. Representativeness, reliability, and validity are discussed in this section.

3.3.1. Representativeness

> "A sample is representative of the population from which it is selected if the aggregate characteristics of the sample closely approximate those same characteristics in the population"—*Babbie (2001, 184).*

Local Government Survey

The planning survey was not necessarily representative of the study area, as the majority of municipal responses came from Greater Vancouver (44%) and the Capital Region (20%). However, it included a large cross-section of the respondents' perspectives that may be indicative of the diversity of approaches to local government tourism planning and management.

To reduce sample bias associated with poor response rates via unsolicited electronic mail, Schonland and Williams (1996, 84) recommend establishing a prior agreement with a select group to participate in the survey. Although this was not undertaken, local government planners were the select group and the response rates were considered adequate. Electronic mail may also limit sample representativeness because of similarities with web-based survey research (Schonland and Williams 1996, 84). While the local government survey medium inevitably encouraged some 'responses of convenience,' it is unlikely that technical barriers were an issue with this group. However, respondent interest may have increased if access to hypertext information was provided with the survey questions (Schonland and Williams 1996, 86).

OCP Content Analysis

Table 3.6. compares key features of the study area and the sample communities for the content analysis (number of OCPs, surface area, resident population, and the cumulative score for communities). Its purpose is to demonstrate that although a nonrandom sample was drawn, there was sufficient similarity between them to suggest a reasonable level of representation to the study area. For example, about 75% of the communities in the study area are coastal communities compared to about 72% in the sample. Based on community scores, about 77% of the total score in the study area consists of coastal communities compared to 72% in the sample.

The overall similarity in traits enabled some discussion about the study area in general. However, despite many of these similarities, it is still difficult to infer that the findings are fully reflective of the entire area.

Table 3.6.
Study Area and Sample by Community Type

COMMUNITY TYPE	% COMMUNITY TYPE (study area vs. sample)				% COMMUNITY TYPE (sample representation)			
	NUMBER	AREA	POP	SCORE	NUMBER	AREA	POP	SCORE
Study Area								
coastal	74.8	49.4	90.6	76.7	--	--	--	--
inland	25.2	50.6	9.4	23.3	--	--	--	--
Sample								
coastal	71.8	51.2	87.3	71.8	35.0	53.7	53.4	40.0
inland	28.2	48.8	12.7	28.2	40.7	50.1	75.2	51.7

The sample representation portion of the table shows that selected communities made up a large portion of the study area. As a percentage of all coastal communities in the study area, the coastal community sample comprised about 35% of communities, 54% of the land cover, 53% of the population, and 40% of the coastal community score.

3.3.2. Reliability

> "Reliability, however, does not ensure accuracy any more than precision does."—*Babbie (2001, 140).*

Local Government Survey

Many of the planning survey questions did not yield responses and others were nominal responses with no additional comments provided. A more structured questionnaire with spaces allocated for responses may have mitigated this effect, and would have been more consistent with the reliability of survey design in general. There were also no assurances that the respondents were the appropriate tourism planning representatives. This was especially obvious with respect to Crown land planning participation by municipalities (e.g. unaware of process and/or community role) and resource inventory knowledge by both levels of local government (e.g. unaware of existing or potential Tourism Opportunity Studies).

OCP Content Analysis

The content analysis facilitated an unobtrusive investigation of local government tourism planning. It readily lent itself to iterative[12] reviews of the relevant planning documentation. The ability to revisit recorded communications was the feature that made the content analysis particularly reliable (test-retest method). Appendix B provides decision rules and attribute criteria that further ensured consistency in coding tourism policies and reduced researcher bias with respect to the intent of the policy maker.

3.3.3. Validity

> "Content analysis does not provide just a series of components from which an analytical infrastructure can be built up. Rather, it provides a range of variants for each component in the series, and a variety of wholly different ways of putting that series together. This ample choice is what enables the infrastructure to be adapted flexibly to the peculiarities of the problem being dealt with."—*Carney (1972, 58).*

Local Government Survey

The planning survey was intended to qualitatively describe tourism recognition and identify regional districts and communities that were likely to have tourism formally acknowledged on their public policy agenda. Based on a questionnaire design that includes both local and regional tourism planning in association with community amenities, the survey was considered to have face (real meaning) validity with respect to providing a 'snapshot' of the activities that surround tourism recognition. No questions were specific to coastal tourism. This was an intentional omission to avoid respondent bias on what constitutes coastal versus inland tourism.

As with survey research in general, the local government questionnaire was weak on predictive validity due to the normative or hypothetical nature of some of the survey questions (e.g. tourism planning responsibility). Specifically, the act of responding to tourism recognition questions may have affected opinions about it. This was particularly the case for respondents that may not initially have considered the role of Crown land planning for tourism and the use of resource-based inventories. Tourism recognition was therefore not defined as a term in the survey. Rather, questions were designed to maximize content (richness of meaning) and construct (logical association) validity by including planning or management themes potentially associated with tourism recognition.

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[12] OCPs were rechecked for coding consistency a number of times as the evaluative criteria were fine-tuned.

OCP Content Analysis

The purpose of this study was to determine the extent of local government recognition of coastal tourism in community planning. It was driven by a fundamental research interest that sought to inductively investigate whether there were any special local government planning considerations for coastal tourism that set it apart from inland tourism. Tourism recognition was subsequently developed as a concept and as an operational variable to identify any observed differences. The detail offered by the content analysis was particularly suited to the quantitative specifics of the research sub-questions. However, it was necessarily generalized in some respects in order to communicate the findings in a readily understandable fashion. For example, differences in overall tourism recognition was emphasized more than attribute-specific variability.

Because community planning revolves around the development and revision of OCPs, a content analysis of these documents was considered more valid (face and construct) than conducting interviews or focus groups. While these alternative approaches may have produced more content validity, the content analysis of OCPs provided a readily accessible and official planning medium that was considered to be better positioned to implement the study’s recommendations. Tourism investigation in OCPs was a logical extension of tourism recognition conceptualized through community planning.

In summary, the strengths and weaknesses of the local government survey and the OCP content analysis should be viewed within the context of the exploratory and descriptive nature of this research. Validity can be improved in future research by expanding tourism recognition dimensions beyond OCPs. Moreover, tourism recognition is only one feature of tourism integration and its success depends on its implementation in concert with a variety of other policy, planning, and management considerations.

4. FINDINGS

This section presents the findings from the local government survey and content analysis techniques used to investigate coastal tourism recognition in community planning.

The overriding research question was “what is the extent of local government recognition of coastal tourism in community planning?”

The extent of recognition was assessed by comparing Tourism Recognition Factors between coastal and inland areas. The following sub-questions informed the core research question:

- What is the overall level of tourism recognition across the study area?
- Which regional districts and communities have high or low levels of tourism recognition?
- What is the character of tourism policy content across the study area?
- What is the character of tourism recognition policy content of coastal communities?

The hypothesis associated with these research questions was that:

- Local government planning in the community coastal zone does not incorporate tourism to the extent of similar policy making in other areas.

4.1. Local Government Survey

The planning survey identified tourism activity across a variety of community planning sectors and regional coordination efforts. Its findings represent a ‘snapshot’ of current tourism planning activity by local governments in the study area.

The findings qualitatively address the following research questions:

- What is the overall level of tourism recognition across the study area?
- Which regional districts and communities have high or low levels of tourism recognition?

The findings include response frequencies as well as qualitative information in the form of commentaries from the survey respondents. Tables 4.1. to 4.11. summarize responses for each question or set of questions alternating between regional districts and municipalities.

4.1.1. Regional Growth Strategies

Regional District

• *Does the regional district have a regional growth strategy (RGS) and does it address tourism?*

Overall, 60% of regional districts had a regional growth strategy or similar planning initiative, and only Nanaimo's was tourism explicit.

Table 4.1.
Regional Growth Strategy and Tourism

regional district	RGS	tourism explicit	comment from planning department
Capital	yes	no	The RGS recommends, among other things, that a Regional Economic Development Strategy be done - this would be one of the things looked at in that strategy.
Comox-Strathcona	no	n/a	[no reference on website]
Cowichan Valley	no	n/a	
Fraser Valley	yes	unsure	In process, and will likely include tourism issues. For example, the transportation study deals with the impact of long weekend/tourism traffic on the local and provincial road network, and the employment study mentions rural tourism opportunities.
Greater Vancouver	yes	no	Our general growth management, green zone, and transportation policies provide a structure for the development of the region's tourism industry.
Islands Trust	yes	no	When the Growth Strategy legislation was being developed, it was realized that we could not have policies under it as well as under the Islands Trust Act. We do not have tourism policies in our Islands Trust Policy Statement [assumed to approximate a RGS].
Nanaimo	yes	yes	Tourism is recognized as one of the big economic draws in the strategy. Halting urban sprawl, and protecting rural areas and the environment indirectly support tourism by protecting the very attributes that draw tourists to the area.
Powell River	no	n/a	
Squamish-Lillooet	no	n/a	We started out on a RGS in 1997, but it did not go far. There is a "Sustainable Economic Blueprint" that may be the same kind of thing, but it seems to focus mostly on the possible implications of the Olympic Bid.
Sunshine Coast	yes	unsure	In process. We will be conducting a survey of residents to determine which issues need to be addressed.
total respondents	10	6	

Note: There is no accompanying table for municipalities on this topic

4.1.2. Amenity Planning

Regional District

• *Does the regional district have parks/recreation/culture plans for the district/electoral areas and do they relate local amenities to tourism (other than the RGS and EA OCPs)?*

Overall, 44% of regional districts had parks plans and only Nanaimo's was tourism explicit. Moreover, 22% had recreation plans and none were tourism explicit. No regional districts had culture plans.

Table 4.2.
Tourism Amenities in Regional District Planning

regional district	parks/ tourism	recreation /tourism	culture/ tourism	comment from planning department
Capital	yes/no	yes/no	no	Regional park plan, parks and recreation commissions with individual plans.
Comox-Strathcona	--	--	--	
Cowichan Valley	no	no	no	
Fraser Valley	yes/unsure	no	no	Regional park plan in process.
Greater Vancouver	yes/no	no	no	Regional park plan.
Islands Trust	no	no	no	Recreational values are considered during our ongoing Public Land Strategy program with the province. Parks and recreation planning would otherwise likely be covered by the applicable regional district.
Nanaimo	yes/yes	no	no	Regional park plan. Sites of regional tourism significance are identified.
Powell River	no	no	no	Parks and recreation plan due in 2002. Plans generally consider recreation attributes and identify park lands but do not "plan for tourism".
Squamish-Lillooet	no	no	no	
Sunshine Coast	no	yes/no	no	In 1988, we facilitated the Sechelt Inlet Coastal Strategy with objectives that recognized resource and recreation demands of users. In 1983, we completed a draft parks plan that was not adopted - tourism was not an explicit objective.
total respondents	9	9	9	

Municipality

• *Does the municipality have parks/recreation/culture plans and do they relate local amenities to tourism (other than OCP)?*

Overall, 44% of municipalities had parks plans that were tourism explicit. In contrast, recreation and culture plans were tourism explicit for 26% and 29% of municipalities respectively.

Table 4.3.
Tourism Amenities in Municipal Planning

municipality	parks/ tourism	recreation /tourism	culture/ tourism	comment from planning department
Burnaby	yes/unsure	yes/unsure	yes/unsure	We are aware of links among local amenities and tourism.
Campbell River	--	--	--	
Courtenay	yes/no	no	--	We do not take tourism into account in designing parks and greenways.
Delta	--	--	--	
Esquimalt	yes/yes	yes/yes	yes/yes	A few years ago the Parks and Recreation department produced a tourism booklet outlining points of interest, and the Heritage Advisory Committee has developed a series of walking tours that highlight buildings of historic or architectural significance.
Gibsons	no	yes/unsure	yes/yes	Downtown beautification and a new waterfront pavillion over the breakwater are amenities that attract tourists. Our Heritage Commission fosters awareness and draws visitors for events.
Lake Cowichan	--	--	yes/no	
Langford	yes/unsure	yes/unsure	no	
Langley City	--	--	--	
Langley Township	yes/no	yes/yes	no	We recognize the importance of sport tourism in supporting local recreational amenities.

Table 4.3. cont'd
Tourism Amenities in Municipal Planning

municipality	parks/ tourism	recreation /tourism	culture/ tourism	comment from planning department
Metchosin	yes/no	no	no	We provide parks, roads, and trails for tourists at our own expense, and there is a sense that neighboring communities get the benefits of tourism while we provide the amenities.
Mission	yes/unsure	yes/unsure	no	
New Westminster	yes/no	yes/no	yes/yes	Although there are no formal linkages, Parks and Recreation plans with tourism in mind. We have a tourism professional assisting us in defining our cultural tourism inventory and marketing plan.
North Cowichan	no	yes/yes	no	Identifying, creating, and improving recreational opportunities for residents is our primary focus. The tourism rationale is that amenities and recreational opportunities + users and contributors = tourism
North Van District	yes/no	no	--	
Oak Bay	yes/no	yes/no	--	Local people are the attraction.
Parksville	yes/no	yes/yes	--	Since the tourism facilities we have are of a pseudo-residential nature (e.g. long term RV parks, self-contained resort condominiums) the transition between "locals" and "tourists" is quite seamless. We market our trails and bikeways as a tourist draw.
Pitt Meadows	--	--	--	
Port Moody	yes/no	yes/yes	yes/yes	
Saanich	yes/yes	no	--	The Green/Blue Spaces Framework for Action (2000) acknowledges the tourist appeal of scenic resources and other amenities.
Sechelt	no	no	no	Waterfront/water-based tourism is important, considering our numerous beach access trails and two ocean-frontage park areas.
Vancouver	--	--	--	
West Vancouver	yes/unsure	yes/no	yes/unsure	Tourism should be accommodated rather than promoted, and only to the extent that it does not disrupt more residential goals. Our business areas are more likely to be the focus of promotion, not our natural resources.
Whistler	yes/unsure	yes/unsure	no	
White Rock	yes/yes	no	--	We do not currently have a parks or leisure services plan that addresses local amenities in relation to tourism, but that will change next year when we complete the Parks Master Plan.
total respondents	19	19	14	

4.1.3. Tourism Strategies

Regional District

• Are there any other regional district tourism planning initiatives that cover the district, one or more electoral areas, or are specific to one or more settlements within an electoral area (other than the RGS and EA OCPs)?

Overall, no regional districts had tourism planning initiatives at the district level. However, 22% had tourism strategies for electoral areas and 11% of regional districts had them at the settlement level.

Table 4.4.
Regional District Tourism Planning

regional district	RD	EA	SA	comment from planning department
Capital	no	yes	no	Sooke EA's Non-Forestry Economic Development Plan.
Comox-Strathcona	--	--	--	
Cowichan Valley	no	no	no	
Fraser Valley	no	no	no	
Greater Vancouver	no	no	no	
Islands Trust	no	no	yes	No current ones. Many years ago there was a discussion paper on B & Bs, but not referred to anymore. Salt Spring Island had a tourism study done in part for its 1994 OCP review with a short workshop held by the province.
Nanaimo	no	no	no	
Powell River	no	no	no	
Squamish-Lillooet	no	no	no	
Sunshine Coast	no	yes	no	The Sechelt Inlet Coastal Strategy (1988) recognizes that amenities and physical opportunities for tourism must exist.
total respondents	9	9	9	

Municipality

• Are there any other municipal tourism planning initiatives that cover the municipality or adjacent areas, such as partnerships with the regional district or other municipalities/communities, or that are specific to one or more neighborhoods within the municipality (other than the OCP)?

Overall, 50% of municipalities had tourism planning initiatives beyond their municipal boundaries. Similarly, 50% had tourism strategies at the municipal level. In contrast, only 25% of municipalities planned for tourism at the neighborhood level.

Table 4.5.
Municipal Tourism Planning

municipality	>mun	mun	<mun	comment from planning department
Burnaby	no	yes	no	There is a 1994 Tourism Strategy Guide.
Campbell River	--	--	--	
Courtenay	no	no	no	
Delta	--	--	--	
Esquimalt	yes	yes	no	We are in the process of creating an economic development/revitalization plan and tourism will likely be a component of that work, and we are participating in a Regional Cycling Strategy which will contain a section on bicycle tourism.
Gibsons	yes	no	yes	The BCIT study "Gibsons Landing Open for Business" includes tourism opportunities and constraints. The Town is part of a cultural circle tour that markets the east coast of Van. Island and the Sunshine Coast as one cultural Tourism area.
Lake Cowichan	--	--	--	
Langford	--	--	--	
Langley City	no	no	no	
Langley Township	yes	yes	yes	We have the 1988 Fort Langley Tourism Strategy to guide planning in the historic village, which includes waterfront trail planning with the GVRD. We are updating the Economic Development Strategy, which will promote tourism development.
Metchosin	no	no	no	We receive some benefits from tourism in that we have a number of artisans, a few B & Bs, a number of farmers markets, and one cafe.
Mission	yes	yes	no	North Fraser Community Futures appointed a tourism coordinator who will assist Mission and adjacent communities. We are also embarking on a new Economic Development Strategy in which tourism will play an important role.
New Westminster	no	yes	yes	Our 2000 Focus on Tourism document provides an updated SWOT analysis and our Downtown Action Plan has references to tourism revitalization.
North Cowichan	yes	yes	no	In 1999, some UBC Landscape Architecture students inventoried our recreation opportunities and aesthetic values resulting in several brochures highlighting ecotourism, trails, parks, and the natural environment.
North Van District	yes	yes	yes	The District Tourism Task Force has prepared a Community Tourism Development Plan for the North Shore (2001). Many of our local area plans deal with the impact and opportunities offered by tourism.
Oak Bay	yes	no	no	Tourism coordination with Capital Regional District.
Parksville	yes	no	no	Oceanside Tourism Association (OTA) produces an annual regional marketing plan, visitor surveys, and is supportive of the current efforts of Tourism Vancouver Island to establish an Island-wide tourism research centre.
Pitt Meadows	yes	no	no	The report "Regional Tourism Positioning Strategy Community Forum" was completed by the Maple Ridge-Pitt Meadows Tourism Society.
Port Moody	no	no	no	
Saanich	no	no	no	
Sechelt	yes	yes	no	Tourism Development partnerships among local governments (and LTOs) have formed recently on the Sunshine Coast and Sechelt contributes financially to their operations.
Vancouver	--	--	--	
West Vancouver	unsure	no	no	We are considering a request to join the North Shore tourism initiative. We need to provide access to and protect natural resources, and generate a greater benefit to local business from the people that already come, whether we want them or not.
Whistler	no	yes	yes	We have not partnered with any communities on tourism planning.
White Rock	no	yes	no	The Economic Development Strategic Plan (1995) outlines a basic tourism strategy. We are too small of a community to need sector plans.
total respondents	20	20	20	

4.1.4. Tourism Planning Process

Regional District

• Does the regional district consider tourism part of its planning responsibility (irrespective of official mandate and/or existing plans)?
• Is local tourism planning carried out by the regional district or a local tourism organization (LTO)?
• What are the regional district's main information sources for tourism within settlement areas (e.g. LTOs, RI-resident input, TOS-Tourism Opportunity Study)?

Overall, 44% of regional districts considered tourism part of their planning responsibility and coordinated local tourism planning with LTOs. These same regional districts relied on LTOs and resident input for local tourism information in settlement areas. Other regional districts left planning activities related to tourism to LTOs (and municipalities). No regional district was aware of any existing Tourism Opportunity Studies.

Table 4.6.
Local Tourism Planning by Regional Districts

regional district	tourism resp.	local planning	local info.	comment from planning department
Capital	yes	both	LTO, RI	Only insofar as it is an important component of the local economy.
Comox-Strathcona	--	--	--	
Cowichan Valley	no	LTO	LTO	We supply the Tourist Bureau and the Chamber of Commerce with statistical information that they, at times, use for tourism purposes. We have not had an opportunity to do research for some time, as there have been no provincial studies.
Fraser Valley	no	LTO	LTO	[note: not aware of recent TOS]
Greater Vancouver	yes	both	LTO, RI	An "implementation agreement" with Tourism Vancouver includes the "By Design, Not By Chance" conferences.
Islands Trust	no	LTO	LTO	We do not have any funds to spend on things like tourism promotion, or on capital projects such as transit, tourist facilities, or parks -our only tool is land use planning. We are limited in our ability to actually implement a tourism plan.
Nanaimo	yes	both	LTO, RI	Specific tourism planning activities are left to Tourism Nanaimo and Oceanside Tourism, and the provincial government. However, there might be a void in tourism advocacy for the rural electoral areas.
Powell River	yes	both	LTO, RI	[note: not aware of recent TOS]
Squamish-Lillooet	no	LTO	LTO	We are interested in tourism and recreation to the extent that it is relevant to our mandate of planning in the public interest, but not to promote these things through marketing strategies or promotional campaigns. [note: not aware of recent TOS]
Sunshine Coast	no	LTO	LTO	We do not usually respond on the behalf of a particular industry.
total respondents	9	9	9	

Municipality

• Does the municipality consider tourism part of its planning responsibility (irrespective of official mandate and/or existing plans)?
• Is local tourism planning carried out by the municipality or a local tourism organization (LTO)?
• What are the municipality's main information sources for tourism within the municipality (e.g. LTOs, RI-resident input, TOS-Tourism Opportunity Study)?

Overall, 48% of municipalities considered tourism part of their planning responsibility and coordinated local tourism planning with LTOs. These same municipalities relied on LTOs and resident input for local tourism information. Other municipalities left planning activities related to tourism to LTOs. No municipality was aware of any existing Tourism Opportunity Studies.

Table 4.7.
Local Tourism Planning by Municipalities

municipality	tourism resp.	local planning	local info.	comment from planning department
Burnaby	yes	both	LTO, RI	We are a member of Tourism Vancouver, but we need a Tourism Burnaby.
Campbell River	no	LTO	--	
Courtenay	no	LTO	LTO	We provide financial support to Tourism Comox Valley.
Delta	no	LTO	--	
Esquimalt	yes	both	LTO, RI	
Gibsons	yes	both	LTO, RI	Almost everything we do here at the office in some way helps to promote tourism but it is not done as part of an overall strategy. We help to organize and fund many weekend events and festivals that draw people to the area.
Lake Cowichan	no	LTO	--	
Langford	no	LTO	LTO	Refer to Greater Victoria and Westshore chambers of commerce.
Langley City	no	neither	n/a	
Langley Township	yes	both	LTO, RI	Our prime sources of information are from the Canadian Tourism Commission, Tourism BC, Tourism Vancouver, and the Chamber of Commerce. They are inadequate because they do not provide local detail on economic impacts.
Metchosin	no	--	--	Our sense is that Council and the community have other priorities.
Mission	yes	both	LTO, RI	There is a Mission Tourism Committee made up of volunteers and one staff who work on hiking trail brochures and plan events such as the Eagle Festival.
New Westminster	yes	both	LTO, RI	Tourism BC, the chamber of commerce, Tourism New Westminster, the Downtown Business Association, and our local tourism related businesses provide some data, but we need more accurate and consistent local information.
North Cowichan	yes	both	LTO, RI	Public consultation via questionnaires and open houses. LTOs take the lead with respect to tourism.
North Van District	yes	both	LTO, RI	To address the lack of local visitor data, we are planning to undertake a point-of-entry survey through Capilano College to start to track visitor attendance, motivation, spending, and accommodation patterns.
Oak Bay	no	LTO	LTO	We rely on coordination between the Merchant's Coalition and the Greater Victoria Tourism Association.
Parksville	yes	both	LTO, RI	OTA works with local businesses, chambers of commerce (who operate the infocentres) and the Parksville and Qualicum Beach municipal governments. They coordinate external tourism marketing efforts.
Pitt Meadows	no	LTO	--	
Port Moody	no	--	--	
Saanich	no	--	--	
Sechelt	yes	both	LTO, RI	We fund the Chamber of Commerce via an annual grant-in-aid, to provide business and tourism information services.
Vancouver	no	LTO	--	
West Vancouver	no	LTO	--	Council does not generally support tourism as there is a perceived fear by some residents of tour buses roaming the British Properties. Residents want commercial areas for servicing local needs, and unencumbered access to beaches and parks.
Whistler	yes	both	LTO, RI	
White Rock	yes	both	LTO, RI	We have a contract with the White Rock-South Surrey chamber of commerce for provision of tourism promotion services. A detailed resident survey was caried out as background to the Economic Development Strategic Plan.
total respondents	25	22	15	

4.1.5. Crown Land Tourism Planning

Regional District

• Has the regional district (or LTO designation on their behalf) participated in any provincial Crown land planning (CLP) processes that involved tourism and/or recreation?
(e.g. CORE-Commission on Resources and the Environment, LRMP-Land and Resource Management Plan, PAS-Protected Areas Strategy, LRUP-Land and Resource Use Plan, CR-commercial recreation, PR-public recreation)
• What are the regional district's main tourism/recreation information sources for such processes?
(e.g. LTO, RI, TOS, RRI-Recreation Resource Inventory, TRI-Tourism Resource Inventory)
• Are Crown land inventories (RRI, TRI, TOS) used by the Regional District as an information source in the preparation of electoral area OCPs that encourage certain tourism and recreation uses on Crown land outside of settlement areas?

Overall, 67% of regional districts were sure that they have participated in provincial Crown land planning (none were designated to LTOs on their behalf). However, only 29% used provincial tourism/recreation inventories and resident input for such processes. Most other regional districts were unsure as to whether any such information was used. Only 13% of regional districts used inventory information for their EA OCPs, and there was more certainty with respect to this lack of use than for responses related to CLP.

Table 4.8.
Crown Land Tourism Planning by Regional Districts

regional district	**Crown planning participation**		**Crown tourism & rec. info. used**		**comment from planning department**
	RD	**LTO**	**CLP**	**EA OCP**	
Capital	unsure	no	no	no	We only access tourism and recreation information if it is needed for a project of our own. It may have an influence through public input.
Comox-Strathcona	--	--	--	--	
Cowichan Valley	CORE PAS	no	--	no	As a rule, we do not have an opportunity to access resource-based tourism and recreation information. We refer relevant land use applications to BC Parks.
Fraser Valley	unsure	--	unsure	--	Since the district lost its economic development officer (due to provincial legislative changes) we have limited involvement in tourism planning.
Greater Vancouver	PAS	--	--	no	The only part of the electoral area with an OCP is the UBC area.
Islands Trust	PAS PLS[1]	no	RI BCAL	no	We have a separate Public Lands Strategy[1] that we participate in with BCAL, aimed at inventorying all Crown Land values in the Trust Area. We do not access tourism information specifically to participate in CLP.
Nanaimo	unsure	no	unsure	no	I cannot recall us seeking out information on tourism specifically in the past, other than getting input from LTOs and provincial referrals that impact the designation of areas for tourism and recreation uses on Crown land outside of settlement areas.
Powell River	PAS	no	unsure	RRI	Until this year, through the Municipal Economic Development Officer. Tourism planning is an economic development initiative, as opposed to an OCP land use planning issue.
Squamish-Lillooet	PAS LRMP LRUP CR, PR	no	unsure	no	I do not see us asking a LTO to speak for us because they do not represent the same interests and values as we do, and I am not sure if "OCPs that encourage certain tourism and recreation uses" necessarily have, or need, an "information basis."
Sunshine Coast	PAS LRUP	no	RRI TRI RI	no	We would try to acquire tourism related information to support a community concern if that was something the community as a whole wanted us to do. Our OCPs in general deal with uses on private land which is why they generally only cover the settled areas.
total respondents	9	7	7	8	

Municipality

• Has the municipality (or LTO designation on their behalf) participated in any provincial Crown land planning (CLP) processes that involved tourism and/or recreation?
(e.g. CORE-Commission on Resources and the Environment, LRMP-Land and Resource Management Plan, PAS-Protected Areas Strategy, LRUP-Land and Resource Use Plan, CR-commercial recreation, PR-public recreation)
• What are the municipality's main tourism/recreation information sources for such processes?
(e.g. LTO, RI, TOS, RRI-Recreation Resource Inventory, TRI-Tourism Resource Inventory)
• Are Crown land inventories (RRI, TRI, TOS) used by the municipality as an information source in the preparation of OCPs that encourage certain tourism and recreation uses on adjacent Crown land?

Overall, 11% of municipalities were sure that they have participated in provincial Crown land planning (none were designated to LTOs on their behalf). Moreover, no municipalities used provincial tourism/recreation inventories and resident input for either CLP participation or OCP preparation.

Table 4.9.
Crown Land Tourism Planning by Municipalities

municipality	Crown planning participation		Crown tourism & rec. info. used		comment from planning department
	mun	LTO	CLP	OCP	
Burnaby	no	unsure	n/a	no	
Campbell River	--	--	--	--	
Courtenay	--	--	--	--	
Delta	no	no	n/a	no	
Esquimalt	unsure	no	--	no	
Gibsons	HA	no	unsure	no	We are presently participating in the creation of a Habitat Atlas [HA] that will combine Crown and municipal information on the Sunshine Coast. The OCP does not promote tourism on Crown Lands.
Lake Cowichan	no	unsure	n/a	no	
Langford	no	--	n/a	--	Only the Regional Growth and Green-Blue Spaces Strategy.
Langley City	no	--	n/a	--	
Langley Township	no	no	n/a	no	
Metchosin	--	--	--	--	
Mission	unsure	no	unsure	unsure	We would utilize all sources that we could discover through research.
New Westminster	no	no	n/a	no	Our policies do not encourage tourism on Crown land.
North Cowichan	no	unsure	n/a	no	
North Van District	no	no	n/a	--	We have only participated in GVRD strategic planning initiatives.
Oak Bay	no	no	n/a	--	
Parksville	no	unsure	n/a	--	The lack of comprehensive research data on the tourism potential for local area development makes effective discussion of land use issues difficult. OTA uses data from COTA and others, but there is little land use data to draw upon due to lack of funding.
Pitt Meadows	--	--	--	--	
Port Moody	no	unsure	n/a	no	The existing Crown land adjacent to the City is primarily within the GVRD's Belcarra Regional Park.
Saanich	--	--	--	--	
Sechelt	no	no	n/a	no	The Chamber of Commerce can better comment on the adequacy of government information pertaining to tourism planning.
Vancouver	no	no	n/a	no	We only deal with the City of Vancouver.
West Vancouver	no	no	n/a	no	Adjacent Crown lands are forested with a contained ski area, and we do not intend to suggest a different use. Other than Cypress Park, and the TRIM maps that are used for some of our trail areas, there is no provincial data that would be of use to us.
Whistler	PAS LRUP CR	no	--	--	We were attempting to address further revisions to the LRUP this year, but due to the uncertainty of the Olympic Bid, no changes were made.
White Rock	--	--	--	--	
total respondents	19	17	2	13	

4.1.6. Land Use Planning Scales

Regional District

- *At what scales do you carry out land use planning for the regional district (e.g. RGS) and electoral areas (e.g. OCPs)?*

Municipality

- *At what scales do you carry out land use planning for the municipality (e.g. OCPs)?*

Overall, the range of local government land use planning scales varied considerably. EA and municipal OCPs range from 1:2 000 to 1:50 000. Based on the comments received, it is likely that this information reflected mapping rather than planning scales. Therefore, it is not possible to further elaborate on their compatibility with the 1:50 000 features data of some of the provincial tourism/recreation inventories.

Table 4.10.
Land Use Planning Scales

regional district	RGS scale	EA OCP scale	comment from planning department
Capital	all	--	We do the RGS maps digitally and reproduce them at required scales.
Cowichan Valley	n/a	1:5 000 to 1:20 000	
Islands Trust	--	1:5 000 to 1:20 000	
Nanaimo	1:70 000	1:10 000 to 1:35 000 (land use zoning parcels at 1:5 000 to 1:15 000)	Mapping is property specific and that if an OCP map is at a small scale, such as 1:20 000, then it does not mean that uses are any broader or more generalized than OCP maps that are published at a larger scale.
Powell River	n/a	1:10 000 to 1:20 000	
Squamish-Lillooet	n/a	1:5 000 to 1:50 000	1:20 000 is common, we do not map land use at the district level.
Sunshine Coast	all	all	Most of our mapping is in digital format allowing us to plot at user defined scales for various applications.
municipality		**OCP scale**	**comment from planning department**
Delta		1:2 000	
Esquimalt		1:7 500	
Gibsons		1: 5 000	
Lake Cowichan		1:10 000	
Langford		all	We maintain zoning maps at 1:10 000.
Langley Township		all	Most of our maps are stored in a GIS. They can be produced at any scale.
New Westminster		all	Maps are sized to fit the page and are not to scale.
North Cowichan		1:20 000	
North Van District		1:40 000	We also produce a GIS maps at 1:20 000 and zoning maps at 1: 2 000.
Port Moody		1:2 000	
West Vancouver		all	Our planning maps can be printed or plotted at any scale.
Whistler		1:5 000 to 1:25 000	

4.1.7. Validating the OCP Focus

Less than half of all respondents indicated that tourism strategies exist at the local government level beyond what is captured in OCPs. While the survey did not solicit input with respect to tourism content in OCPs, several statements were received to that effect (table 4.11). In terms of secondary sources of information on local tourism policy and planning, OCPs may not be the most innovative or detailed documentation available. Yet they are recognized as the primary local planning tool in the study area.

Table 4.11.
Miscellaneous Comments on OCPs

regional district	comment from planning department
Cowichan Valley	Tourism is addressed in each of the RD's eight OCPs.
Islands Trust	Some individual islands have policies specific to tourism in their OCPs - B & Bs, resorts, campgrounds, etc.
Nanaimo	OCPs include tourism specific policy.
Squamish-Lillooet	Rather than having plans that discuss tourism, there is usually a tourism section of the OCP that may indicate the present of parks, recreation, and cultural resources as they relate to tourism.
Sunshine Coast	Most of the OCPs generally focus on where tourist commercial facilities would be located, and recognize that amenities and physical opportunities for tourism must exist - they guide the RD on tourism issues.
municipality	**comment from planning department**
Langford	We do not address planning for tourism, other than general tourist commercial policies in our OCP.
New Westminster	Tourism in the OCP is discussed in terms of the downtown, waterfront, hotels, convention center, etc.
Parksville	There is no question that tourism is the major economic mainstay of our community, and this is reflected from a policy perspective in our OCP.
Whistler	Whistler 2002 Charting a course for the Future, the Comprehensive Development Plan, and the OCP will have tourism explicit information.

4.1.8. Summary of Key Survey Findings

What is the overall level of tourism recognition across the study area?

Community Planning

The survey findings demonstrate that there is considerable variability among local governments with respect to tourism planning. Tourism was generally embraced and understood as an economic generator, but with marginal attention to the process of community tourism development. About half of all respondents indicated a responsibility for tourism planning, although municipalities were more cognizant of integrating tourism with local amenities than were regional districts.

Crown Land Planning

Despite the inclusion of tourism in some amenity plans related to parks, recreation and culture, there was little evidence to suggest that local governments consider tourism integral to land use planning. Tourism planning was qualitatively equated with marketing activities, and as a result received scant attention by local governments in most Crown land planning initiatives. However, there was considerable range and flexibility in land use planning scales suggesting that provincial inventories may be able to support locally explicit policies concerning attributes on Crown land.

Strategies and Process

Regional districts were most likely to have planning initiatives at the electoral area level, and municipalities were equally likely to engage in tourism planning within and beyond their boundaries. For the most part, local tourism organizations were relied upon for tourism information, with municipalities incorporating resident input on local tourism planning to a larger extent than regional districts.

Which regional districts and communities have high or low levels of tourism recognition?

Regional Districts

Nanaimo was the only regional district with tourism explicit information in their regional growth strategy and regional park plans. However, the Capital, Greater Vancouver, and Powell River regional districts also considered tourism part of their planning responsibility.

Despite their relatively high level of recognition of tourism, neither the Nanaimo nor Capital regional districts indicated much involvement in Crown land planning for tourism. The Cowichan Valley and Squamish-Lillooet regional districts have participated in regional and subregional processes, respectively. The Islands Trust and Sunshine Coast regional districts have used Crown land tourism and recreation inventories, but only Powell River has incorporated such information into its electoral area OCPs. The Fraser Valley Regional District had limited involvement in both local and Crown land planning for tourism.

Communities

Communities with high levels of tourism recognition were those that included tourism in at least one of its parks/recreation/culture amenity plans (table 4.3.), engaged in some level of tourism planning activity (table 4.5.), and considered tourism part of its planning responsibility (table 4.7.).

Such communities included Esquimalt, Gibsons, Langley Township, New Westminster, North Cowichan, Parksville, and White Rock (refer to fig. 3.1. for community location). Only Esquimalt formally embraced tourism in all three of its amenity plans. Moreover, Port Moody included tourism in planning for recreation and culture despite not being active in tourism planning nor indicating a tourism planning responsibility. Sooke, Saltspring Island, and communities in Sechelt Inlet had tourism planning initiatives coordinated by their regional district and are therefore considered to have relatively high recognition (table 4.4.).

Gibsons and Whistler indicated that they have participated in Crown land planning that involved tourism and/or recreation (table 4.9.). Due to the lack of complete responses on this theme, it does not necessarily suggest that they recognize tourism more than other communities.

Communities that did not meet any of the above criteria had low levels of tourism recognition. They include Courtenay, Metchosin, and West Vancouver. A lack of complete responses precluded a complete listing of low recognition communities.

4.2. OCP Content Analysis

The content analysis examined 672 policies from 39 OCPs in the study area. Of these, 545 policies were from 28 coastal communities while 127 were associated with 11 inland communities. Of the 545 coastal community policies identified, 277 were in coastal areas and 348 were in inland areas[13].

Findings from the content analysis describe the recognition of tourism in community planning policies within the study area OCPs. A summary of key findings follow the generalized and specific themes assessed in the following sections:

- Overall Tourism Recognition across the Study Area (sect. 4.2.1.)
- Policy Content across the Study Area (sect. 4.2.2.)
- Tourism Recognition Policy Content in Coastal Communities (sect. 4.2.3.)

Section 4.2.1. establishes that there is variability in tourism recognition among areas in the Canadian Georgia Basin. It determines whether policies are generally explicit or implicit (comparing overall TRF values among areas). Section 4.2.2. then describes the attributes of tourism policies by drawing on examples from coastal communities. It focuses on those that are frequently associated with tourism policies (comparing attribute totals). Finally, section 4.2.3. compares attributes in coastal communities for tourism recognition differences between coastal and inland areas of coastal communities[14]. It focuses on those that are frequently unrecognized (comparing TRF values among attributes).

The last of these three assessments was necessary in order to identify the attributes important for tourism planning and management in coastal communities that are likely to benefit from improving tourism recognition.

4.2.1. Overall Tourism Recognition across the Study Area

This section discusses levels of recognition among area types and among regional districts and communities to address the quantitative aspects of the first two research questions:

- What is the overall level of tourism recognition across the study area?
- Which regional districts and communities have high or low levels of tourism recognition?

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[13] As discussed in the Chapter 3, the overlap of coastal and inland areas is due to the coding of both categories in cases where the area of policy influence was not discernible, or deemed to be applicable to both.

[14] ‘Coastal areas of coastal communities’ and ‘community coastal zone (CCZ)’ have equal meaning. Both of these terms were defined in Chapter 3 as ‘*tidal* waterfront, foreshore, and water areas.’

4.2.1.1. Recognition among Area Types

In the OCPs examined, 80% of all tourism policies were in coastal communities and 20% were in inland communities. More specifically, 40% of all tourism policies were in the CCZ. Overall, 42% of the OCP policies were explicit and 58% were implicit in their recognition of tourism. The tourism recognition factor for the study area was 0.71. This suggests that communities contained more features that were important to tourism than were recognized as tourism in local policy making. Table 4.12. summarizes the overall TRF findings. The TRFs across the study area demonstrate that local tourism policy making in the context of tourism was less recognized in the CCZ than in inland areas (for further elaboration on these findings see tables C.1., C.2., and C.3.).

Table 4.12.
Coastal and Inland Tourism Recognition by Area

OCP POLICY AREA TYPE	TOURISM RECOGNITION FACTOR	
Coastal Areas of Coastal Communities	0.33	↑
Coastal Communities	0.65	increasing proximity
Inland Areas of Coastal Communities	1.05	to the coastal zone
Inland Areas Overall	1.04	
Inland Communities	1.01	
Study Area Overall	0.71	

4.2.1.2. Recognition among Districts and Communities

Regional Districts

The Squamish-Lillooet Regional District had the highest level of tourism recognition among all the districts in the study area. Its TRF of 2.07 indicated a presence of twice as many tourism explicit as implicit policies in its municipal and electoral OCPs. Others with a TRF greater than 1.0 were the Sunshine Coast (1.22) and Fraser Valley (1.01) regional districts. The lowest TRFs occurred for the Regional District of Comox-Strathcona (0.44) and the Islands Trust (0.52). About one-quarter of all tourism policies in the study area were in the Islands Trust.

Table 4.13. summarizes the TRF findings according to coastal and inland districts. It suggests that most districts with predominantly coastal communities had low tourism recognition, and those with inland communities tended to have higher levels of tourism recognition. However, Cowichan Valley and the Sunshine Coast were not consistent with this trend. Together, they contained 16% of the cumulative study area policy score with respect to tourism. Therefore, a generalization concerning the overall level of tourism recognition in coastal and inland areas at the regional district level should be done cautiously (for further elaboration on these findings see table C.4.).

Table 4.13.
Coastal and Inland Tourism Recognition by Regional District

OCP POLICY CONTENT		TOURISM RECOGNITION FACTOR	
REGIONAL DISTRICT	DOMINANT COMMUNITY TYPE		
Comox-Strathcona	coastal	0.44	coastal districts
Islands Trust	coastal	0.52	
Cowichan Valley	*inland*	*0.53*	
Greater Vancouver	coastal	0.54	
Nanaimo	coastal	0.57	
Powell River	coastal	0.60	
Capital	coastal	0.93	
Fraser Valley	inland	1.01	inland districts
Sunshine Coast	*coastal*	*1.22*	
Squamish-Lillooet	inland	2.07	
Study Area Overall		0.71	

Coastal and Inland Communities

The three communities with the highest TRFs in the study area were all coastal communities (refer to fig. 3.1. for community location). They include Ladysmith in the Cowichan Valley (4.0), Halfmoon Bay on the Sunshine Coast (3.67), and the Rural Comox Valley in Comox-Strathcona (3.0). However, only four of the other 24 coastal communities in the study area had TRFs greater than 1.0.

The following tourism *explicit* policy is an example from the Ladysmith OCP:

<u>objective</u>: provide for the orderly development of waterfront land generally in keeping with the character, scale, and density of existing development;

<u>instrument</u>: encourage tourist commercial uses in the waterfront to be marine-oriented and require access to the water as part of their operation.

The inland community of Shawnigan Lake in the Cowichan Valley had the lowest TRF (0.17) of all communities in the study area. However, the next two lowest TRFs were in coastal communities. They include Oyster Bay/Buttle Lake in Comox-Strathcona (0.25) and Gabriola Island in the southern Gulf Islands (0.36).

The following tourism *implicit* policy is an example from the Oyster Bay/Buttle Lake OCP:

<u>objective</u>: create a network of multi-use trails to reduce motor vehicle dependency and provide recreational opportunities both inland and along waterways;

<u>instrument</u>: encourage the extension of the Vancouver Island recreation corridor provided it does not allow motorized transportation such as dirt bikes and all terrain vehicles.

These and other forthcoming examples illustrate that there is no general characterization of an explicit versus an implicit policy other than on the basis of tourism recognition. In summary, there were some coastal communities with high levels of tourism recognition although most had low recognition in comparison to inland communities (for further elaboration on these findings see table C.4.).

The Community Coastal Zone and Associated Inland Areas

Only four coastal communities had TRFs for their coastal policies greater than 1.0. They include Halfmoon Bay (2.50), Vancouver (2.0), Ladysmith (2.0), and Egmont/Pender Harbour (1.40). In contrast, 10 coastal communities had TRFs for inland areas greater than 1.0. The more prominent of these are Halfmoon Bay (8.0), Electoral Area C of the Southern Powell River Regional District (3.0), and Victoria (2.40).

The following tourism *explicit* policy is an example from the Halfmoon Bay OCP:

objective:	recognize existing tourist commercial services and facilities;
instrument:	designate as tourist commercial those areas that have developed to some extent for that purpose (e.g. accommodation, restaurants, and marinas and support services).

All coastal communities demonstrated lower levels of tourism recognition in their coastal policies than for those associated with their inland areas. Table 4.1. suggests that there was a three-fold difference between these overall TRF areas in coastal communities (1.05/0.33). There were 10 communities that exceed this difference. Most notable of these were Electoral Area C of the Southern Powell River Regional District (coastal 0.14, inland 3.0), Outer Gulf Islands (coastal 0.14, inland 1.27), and Delta (coastal 0.20, inland 1.33). Notably, seven communities had no tourism explicit policies in their coastal areas.

The following tourism *implicit* policy is an example from the Outer Gulf Islands OCP:

objective:	minimize noise pollution from aircraft;
instrument:	encourage the federal government to regulate take-off and landing procedures, flight routes, and minimum flying altitudes over the island.

Overall, tourism explicit policies made up 25% of coastal and 51% of inland area policies (table C.3.). However, this tourism explicit variability was even more prominent when high or low recognition areas were compared. For example, only 6% of explicit policies in coastal communities were in coastal areas with high tourism recognition. Conversely, 44% of explicit policies in coastal communities were in inland areas with high tourism recognition. In other words, while some coastal areas had more explicit than implicit policies, most well-recognized tourism policy making took place in reference to inland areas (for further elaboration on these findings see table C.4.).

4.2.2. Policy Content across the Study Area

Preceding discussions focused on the level of tourism recognition in OCP policy without providing quantitative information on the makeup of the policies themselves. This section discusses attributes of tourism policies among area types to address the third research question:

- What is the character of tourism policy content across the study area?

It also discusses tourism marketing attributes among area types. While marketing is often in the realm of private industry, OCPs contained some promotion and positioning policies that endeavored to establish public-private partnerships and create community identity.

4.2.2.1. Attributes among Area Types

The intent here is to describe key differences in tourism policy attributes between coastal and inland areas of coastal communities. However, some policy attribute percentages refer to findings outside of coastal communities to provide a broader understanding of tourism policies in the study area OCPs. Examples of policies associated with the categories used in the content analysis are provided to illustrate the diversity of tourism content (for further elaboration on these findings see the *total* columns of tables C.1., C.2., and C.3.).

Inherently Coastal

About 42% of all OCP policies concerned either lake, river, or coastal waterfront issues. The coastal waterfront was particularly prominent and was mentioned in 91% of CCZ policies. Other areas of policy influence in the CCZ included foreshore (68%) and water (50%).

The following tourism *explicit* policy is an example from the Nanaimo OCP that includes all of the aforementioned attributes:

objective:	provide adequate parks and open space for high quality recreation to support both residential use and the local tourism industry;
instrument:	acquire land for parks which provide access to waterfront land, including the sea, lakes, and watercourses.

Land Use

Allocation management prescription normally refers to the physical management of an area to ensure it can accommodate the intended land uses or mitigate their competing effects (described further in Appendix

B.2.). Land use policies that involve allocation management prescriptions such as facility and activity design made up 80% of the OCP policy content. While the focus on this type of land use policy was relatively consistent across the study area, nonallocation management prescriptions such as growth and impact monitoring were less common in coastal communities (7%) than in inland communities (23%). Nonallocation policies were also less common in coastal areas (5%) than in inland areas (9%) of coastal communities.

The following tourism *implicit* policy is an example from the Sechelt OCP that includes both types of land use prescriptions:

objective:	develop appropriate transportation links in order to provide efficient movement of people, emergency services, and goods;
instrument:	encourage the province to assess the impacts on population growth, land use, other infrastructure, public finances and the environment when considering additional ferry service, especially fast ferries, or reduced service.

Tourism Impacts

Concern for impacts *from* tourism on other sector activities or environmental amenities comprised 21% of study area policies. Most of these were associated with potential negative impacts, linked to proposed multiple use of areas that already had industrial activity, residential housing, or were designated environmentally sensitive. Such impacts were in contrast to impacts *on* tourism, whether by other sectors (7%) or via tourism development that diminished future tourism opportunities (4%). Impacts *from* tourism were higher than impacts *on* tourism for coastal and inland communities, and for coastal and inland areas of coastal communities. However, coastal communities were not internally consistent. Only 11% of CCZ policies expressed concern about impacts *from* tourism compared to 29% of inland area policies.

The following tourism *explicit* policy is an example from the Sooke OCP that concerns impacts *from* tourism:

objective:	encourage well-designed development on commercial land that is in harmony with adjacent land uses;
instrument:	consider the compatibility with adjacent land and water uses, impact of access points, and the adequacy of infrastructure facilities in proposals within the destination resort and media village.

Facilities and the Tourism Life-Cycle

In the OCPs examined, tourism activities (29%) or stays (26%) at the destination were considerably more prominent than those concerned with travel to and from the destination (8%). More generally, 36% of all policies in the study area involved tourism facilities as opposed to other elements of the tourism production process. However, policies concerning stays at the destination accounted for only 14% of those associated with the CCZ compared to 34% of those related to inland policies in coastal communities. Development guidelines associated with facilities made up only 22% of coastal area in contrast with 45% of inland area policies. This suggests that inland areas were relied upon for the provision of accommodation facilities for coastal tourism.

The following tourism *explicit* policy is an example from the Campbell River OCP that focuses on accommodation:

objective: minimize conflicts between neighboring residential uses and commercial uses;

instrument: consider rezoning applications for tourism commercial uses for limited facility accommodation along the river, full service hotels and resorts in the downtown waterfront and estuary, and motels and RV facilities along the South Island Hwy.

Resource Industries, the Residential Sector, and Senior Government

Resource industry concerns comprised 17% of the study area policies. They were less prominent in coastal communities (16%) than in inland communities (24%), and much less so in coastal areas (7%) than in inland areas (20%) of coastal communities. This reflects the low presence of all types of resource industry policies in the CCZ (such as fisheries/aquaculture—4%), and the relatively high focus on forestry (12%) and agriculture (7%) in inland area policies.

One of the more dominant sectors in OCPs was the residential sector, which was mentioned in 34% of all policies examined. Some tourism and residential policies involved development guidelines for bed and breakfast or other at-home businesses, while others zoned commercial activity away from residential housing. Notably, residential concerns made up 25% of coastal and 42% of inland policies in coastal communities. The tendency to concentrate commercial developments in the waterfront may explain some of this discrepancy, especially since parks made up only 6% of CCZ policies.

Local decision making is often directed by policies that encourage collaboration with senior levels of government on issues of jurisdiction, funding, and general governance. Most of these guidelines involve resource use and access on Crown lands (provincial parks, forest lands, and the foreshore), and transportation planning (highways, bridges, and coastal and inland waters). Over one-quarter (27%) of all tourism policies examined concerned federal and provincial government interaction. This situation did not vary much among community area types.

The following tourism *implicit* policy is an example from the Texada Island OCP that concerns the interaction among forestry, residential areas, and the provincial government:

objective:	minimize any negative environmental or social consequences of resource management or development;
instrument:	encourage MOF to locate logging truck routes and foreshore dumping and booming sites where their visual and auditory impact will be least disturbing to residential or public recreation areas.

Transportation and Access

Transportation corridors are represented in 54% of all tourism policies in the study area. This policy category includes directives associated with motorized and nonmotorized travel issues. It is important from a tourism perspective because ‘access’ is always critical in enabling travel. About one-quarter (26%) of all OCP policies mentioned access for travel related purposes. It accounted for 49% of coastal area policies but only 18% of policies in inland areas of coastal communities. The discrepancy is also apparent between community types. Overall, 29% of coastal community policies were concerned with access compared to 11% of their inland counterparts.

Most policies that specified access considerations did not state the desired mode of transportation. However, 14% of access policies in the CCZ involved automobiles compared to only 7% in inland areas of coastal communities[15]. Access to the CCZ primarily refers to terrestrial access to the waterfront, foreshore, or water for residents and visitors. Only 14% of CCZ access policies discussed water access to the foreshore or waterfront (e.g. boat launch facilities). While not necessarily specific to access, CCZ policies discussed marine transportation in the form of ferries (8%), and commercial (15%) and pleasure (18%) watercraft.

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[15] The content within access policies is not included in the summary tables in Appendix C. It is an example of more detailed segmentation potential of the data in Appendix D.

The following tourism *explicit* policy from the Sechelt OCP exemplifies the type of directives associated with nonmotorized access:

objective:	develop a walkway and open space system parallel to the shoreline which incorporate view corridors, beach access, and rest areas for residents and tourists;
instrument:	acquire a pedestrian-oriented walkway parallel to the Strait of Georgia and Porpoise Bay through dedication or purchase, with a connection between littoral and upland habitats for wildlife movement.

Other Amenities

In the OCPs examined, about 37% of the policies addressed issues associated with the provision of recreation amenities. Much of the recreation focus involved access to natural areas for outdoor recreation. Other types of amenity concern were linked most often to attributes such as environmental quality (30%), scenic quality (19%), culture and heritage (11%), and wildlife and habitat (11%). Most of these policies were commonly expressed across coastal and inland areas of coastal communities. Culture and heritage concerns were referred to in only 4% of CCZ policies, compared to 15% in inland area directives. In both areas, culture and heritage concerns related to the historical resource economy of coastal communities were most common.

Although community and visitor education can be viewed as an imperative for tourism conservation initiatives, it was mentioned in only about 5% of the study area policies, and is particularly lacking in coastal areas.

The following tourism *implicit* policy is an example from the Egmont/Pender Harbour OCP. It includes references to several of the aforementioned amenities:

objective:	recognize that major watercourse areas are a valuable environmental, economic, and recreation resource which should be protected;
instrument:	designate unique landscapes, scenic views, marshlands, creek corridors, and open green space as special feature areas to preserve natural or cultural features (e.g. shoreline views and features).

4.2.2.2. Marketing Attributes among Area Types

Marketing policies in OCPs are designed to attract visitation to communities. The content analysis revealed that marketing made up almost 10% of the total policies in the study area, and about 5% of policies in the CCZ. About 74% of the marketing policies were tourism explicit.

The following tourism *explicit* policy is an example from the Victoria OCP that involves marketing:

<u>objective</u>:	enhance tourist services and facilities along the waterfront;
<u>instrument</u>:	improve visitor information services in key locations, especially the inner harbor.

Marketing policies were more associated with inland (91%) than with coastal (20%) areas. They involved more community positioning (75%) than promotional activities (52%). The focus on community positioning was commonly expressed in conjunction with residential concerns (39%). Moreover, marketing policies largely involved impacts *from* tourism (18%) on other community planning sectors. Much of this impact was positive in character. Tourism activities (58%) and transportation corridors (30%) were other dominant attributes of marketing policies.

The policy content suggests that there are several amenity attributes that were targeted for marketing activities. Culture and heritage amenities (37%) were by far the most common. Other amenities include education (15%), scenic quality (13%), and recreation (11%) (for further elaboration on these findings see the *marketing* column in table C.1.).

4.2.3. Tourism Recognition Policy Content in Coastal Communities

This section compares attributes in coastal communities for tourism recognition differences between coastal and inland areas of coastal communities to address the fourth research question:

- What is the character of tourism recognition policy content of coastal communities?

The discussion identifies attributes with low TRF values and provides examples of policies associated with some of these attributes.

4.2.3.1. Attribute Recognition in Coastal Communities

The overall TRF in coastal communities was 0.65 indicating that their OCPs contained more tourism implicit than explicit policies.

Most tourism policy attributes in coastal communities had low levels of tourism recognition. Notably, several of them did not appear as tourism explicit policies. These included air quality, ferry transportation, and fisheries and aquaculture. Some of the attributes with very low tourism recognition were air transportation (0.05), mining (0.11), access (0.26), natural scenic quality (0.26), and overall scenic quality (0.31). Overall, 15 other attributes have TRFs less than 0.50.

For example, the following tourism *implicit* policy from the Powell River OCP concerns air transportation, access, and scenic quality:

objective:	guide land use and development to accommodate new growth while maintaining scenic quality, small-scale urban form, and public green space and waterfront access;
instrument:	permit marinas and associated uses in the waterfront abutting commercial and medium density residential areas (e.g. fuel sales, marine repair and supply, boat rentals and clubs, wharves or floats for boats, ferries, and float planes).

Conversely, policies that involved promotional marketing directives had a TRF of 3.63. This represented the highest level of tourism recognition among all attributes of tourism policies in coastal communities. Other prominent attributes included positioning (1.82), culture and heritage (1.52), as well as concerns related to congestion and crowding (1.52) (for further elaboration on these findings see the *TRF* column of table C.2.).

4.2.3.2. Attribute Recognition in the Community Coastal Zone

The overall TRF was 0.33 in coastal areas and 1.05 in inland areas. This indicates that tourism attributes associated with CCZ policies were three times more tourism implicit than those contained in inland areas.

There were six attributes with TRFs that exceeded this three-fold difference. They included policies related to pleasure watercraft (coastal 0.33, inland 1.45), facility and activity design elements of land use (coastal 0.25, inland 1.06), promotion marketing (coastal 0.95, inland 3.31), congestion and crowding (coastal 0.64, inland 2.60), automobile and traffic (coastal 0.23, inland 0.76), and resource industry (coastal 0.16, inland 0.52). These policy attributes represented the greatest tourism recognition differences between coastal and inland areas.

For example, the following tourism *implicit* policy from the Saltspring OCP is associated with ferry service[16] and automobile congestion:

objective:	achieve a level of public ferry service that meets, rather than precedes community needs;
instrument:	encourage BC Ferries to manage automotive traffic demand and diversify traffic loads rather than expand vessels or parking and staging areas, avoid responding to seasonal peaks with larger land-based facilities, and consider pedestrian-only ferries.

Conversely, there are only two attributes that have higher TRFs in CCZ policies. These include allocation and designation elements of land use (coastal 1.15, inland 0.84) and parks (coastal 3.13, inland 0.84). Several other attributes have approximately the same level of low recognition in both coastal and inland areas (for further elaboration on these findings see the *TRF* column of table C.3.).

4.2.3. Summary of Key Content Analysis Findings

What is the overall level of tourism recognition across the study area?

• The assessment of levels of tourism recognition suggests that the study area had a TRF of 0.71. This indicates that there were more tourism implicit than explicit policies overall. There is lower tourism recognition in coastal (0.65) than in inland (1.01) communities, and also lower recognition in coastal (0.33) than in inland (1.05) areas of coastal communities.

Which regional districts and communities have high or low levels of tourism recognition?

• The Squamish-Lillooet Regional District had the highest level of tourism recognition among all the districts in the study area. In contrast, the lowest TRF was associated with the Regional District of Comox-Strathcona.

• Overall, there were some coastal communities with high tourism recognition. Most had lower levels of tourism recognition in comparison with inland communities. Ladysmith had the highest level of tourism recognition among all the communities in the study area. In contrast, the lowest TRF was associated with Shawnigan Lake.

• Overall, there were some CCZs with high tourism recognition. Most either had no tourism explicit policies or considerably lower levels of tourism recognition in comparison with inland areas. Halfmoon Bay has the highest level of tourism recognition among all CCZs in the study area.

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[16] Ferry transportation was one of several attributes that did not appear as tourism explicit policies in the CCZ.

What is the character of tourism policy content across the study area?

- OCP tourism policies focused on a range of land use activities. In particular, they involved impacts from tourism on other community sectors, activities and stays at the destination, resource industries, residential concerns, senior government interaction, transportation corridors, and amenities related to recreation, environmental quality, access, and scenic quality.
- In contrast with inland areas, CCZ policy making was less involved with nonallocation elements of land use, impacts from tourism, stays at the destination and general tourism facilities, resource industries, residential concerns, and culture and heritage. It was considerably more involved with the provision of access for a wide variety of transportation and amenity quality concerns.
- CCZ policy making associated with marketing was less common than in other areas. Overall, marketing policies were mainly tourism explicit and focused on community positioning and culture and heritage.

What is the character of tourism recognition policy content of coastal communities?

- Most attributes in coastal communities and in CCZs have low levels of tourism recognition.
- The largest difference found between low recognition in CCZs and high recognition in inland areas are for those policies associated with pleasure watercraft. Overall, there is a 3-fold difference in the level of tourism recognition between the CCZ and inland areas.
- Policies that involved promotional marketing directives had the highest level of tourism recognition among all policy attributes in coastal communities. Those policies that involved parks had the highest level of tourism recognition in CCZs.

5. MANAGEMENT IMPLICATIONS

The central findings emanating from the local government survey and the OCP content analysis converge on the lack of tourism recognition in local government planning in the Canadian Georgia Basin. There are two overriding management implications associated with this conclusion. First, guidelines for facilitating a transition to more explicit tourism policy and planning are needed. Second, growth management is necessary as a complementary approach to tourism development in the region.

5.1. Guidelines for Improving Coastal Tourism Recognition

Most coastal tourism planning by local governments takes place in the community coastal zone. This area also has the lowest level of tourism recognition among those examined in this study. Guidelines for improving coastal tourism recognition are therefore primarily intended for use by planners in coastal communities. The guidelines should address:

- issues to consider in formulating tourism policy;
- attributes to consider in revising tourism policy, and;
- attributes to consider in reconciling tourism policy in coastal communities

Some of these guidelines, however, apply to all communities in the study area. This is in accordance with the diverse and interrelated nature of coastal tourism products as portrayed in this research. The guidelines are proposed on the assumption that local planners will use the range of attributes identified as unrecognized in this study as a starting point for revisions to their OCPs. Such tourism recognition improvements in OCPs are recommended in conjunction with other local tourism planning initiatives.

5.1.1. Formulating Tourism Policy

OCPs address a wide variety of issues related to community planning and management. Some of these relate directly to tourism, while others are inferred. In many cases the issues include tourism within broader societal goals. Although such issues may not arise from the unrecognized character of local government tourism policies, they may be more effectively resolved by improving levels of tourism recognition.

Recommendation 1

Communities with tourism policies need to address the complexity of tourism planning issues by:

- *geographic area of influence*

clarifying the extent of coverage of any particular policy so as to avoid undesirable outcomes (e.g. urban sprawl, jurisdictional conflict, and lack of resources for implementation);

- *land use focus*

ensuring that competing demands on the land base are assessed and accommodated in accordance with public preferences (e.g. residential/commercial/industrial/resource);

- *marketing focus*

positioning themselves with respect to certain tourism products over others (e.g. comparative advantage), and promoting those experiences that excel in quality over other areas (competitive advantage);

- *tourism impact*

understanding, measuring, preventing/mitigating, and adapting to any perceived or actual impacts that relate to tourism (e.g. resort traffic through residential neighborhoods, logging impacts on visual quality);

- *tourism life-cycle*

considering the specific dimensions of the tourism life-cycle that are most salient to the community (e.g. scenic highways, RV parks, or kayaking excursions);

- *tourism production process*

recognizing policy linkages to broader issues involving resources, facilities, services, and experiences (e.g. lack of tourism training in the local workforce, market research on visitor satisfaction);

- *transportation aspect*

guiding development towards desirable modes of transportation that not only bring people to their destination, but are part of the core attraction (e.g. rail, ferries, and float planes), and;

- *amenities*

maintaining and enhancing their amenities (e.g. public waterfront access, environmental quality, natural scenic quality, and wildlife viewing opportunities).

Issues related to coordination with senior government are particularly complex because of jurisdictional concerns. This is particularly evident in coastal areas. Overlapping or unresolved responsibilities may result in an inability of senior government to respond to tourism development that involves both marine and terrestrial environments. Tourism does not affect all sectors and levels of government jurisdiction and responsibility equally (e.g. senior government for tourism on Crown land, First Nations for cultural tourism).

Recommendation 2

Communities with tourism policies in areas beyond local government jurisdiction need to be aware that they may not be able to rely on senior government coordination. Policies that concern the marine environment should therefore specify the desired character of tourism development. Coastal communities would be better prepared to address issues related to land-based support, particularly in the absence of senior government policy direction.

The next section describes how policies that incorporate these and other issues can be revised to be more tourism explicit in character.

5.1.2. Revising Tourism Policy

The Local Government Act requires that communities undertake revisions to their OCPs every five years. This process is intended to guide local policy making. It involves considerable community consultation. Tourism recognition can be used as a diagnostic tool to generate awareness and understanding of community tourism opportunities at the onset of such a process.

5.1.2.1. Under Emphasis on Tourism

Most communities in the Canadian Georgia Basin broadly refer to tourism development as a desired planning direction in their OCPs. However, few of them follow through with tourism explicit policies that support this strategic direction. Communities without such policies do not have a tourism planning emphasis.

Tourism Development Desired

Sechelt on the Sunshine Coast is an example of a low recognition community with tourism as an economic development priority (existence of tourism planning initiatives, tourism planning responsibility, etc.). The following tourism *implicit* policy from their OCP promotes heritage awareness:

objective: identify and protect community heritage resources in order to contribute to community pride;

instrument: support community efforts to raise awareness of heritage resources by means of identification and promotion.

If the promotion of community heritage is a feature of Sechelt that is considered complementary to their tourism efforts, then the importance of implementing heritage policies is reinforced through tourism recognition. For this policy to be more tourism *explicit* in character, it might be restated as:

objective: identify and protect community heritage resources in order to contribute to community pride **and tourism development opportunities**;

instrument: support community efforts to raise awareness of heritage resources by means of identification and promotion.

The inclusion of tourism terms provide a basic direction for implementation that may, for example, enhance development permit requirements that are in accordance with visitor expectations. Such measures may lead to greater tourism industry participation in facility design planning. It underscores that ‘meeting the needs of the community’ is very much linked to ‘meeting the needs of visitors’ for community tourism to take place.

Recommendation 3

Communities that desire tourism development need to determine the attributes that make up their tourism product, assess whether their policies express them in a tourism context, and decide whether those policies need to be tourism explicit. For coastal communities, there are several tourism attributes that planners can expect to find unrecognized in their OCPs:

- ferry and air transportation
- public waterfront access
- natural and overall scenic quality

Tourism Development Not Desired

West Vancouver and Metchosin do not formally plan for tourism to be part of their communities. While there were other communities in the local government survey that lacked mention of tourism planning initiatives or responsibility, none expressed their tourism concerns more succinctly (tables 4.3. and 4.7.):

> West Vancouver: “Tourism should be accommodated rather than promoted, and only to the extent that it does not disrupt more residential goals. Our business areas are more likely to be the focus of promotion, not our natural resources. Council does not generally support tourism as there is a perceived fear by some residents of tour buses roaming the British Properties. Residents want commercial areas for servicing local needs, and unencumbered access to beaches and parks.”
>
> Metchosin: “We provide parks, roads, and trails for tourists at our own expense, and there is a sense that neighboring communities get the benefits of tourism while we provide the amenities. Our sense is that Council and the community have other priorities [than tourism].”

These examples may be characteristic of other communities in the study area that are not seeking tourism development. Their comments suggest a negative perception of tourism that is often associated with unplanned or *ad hoc* planning approaches.

Recommendation 4

Communities that do not desire tourism development need to focus on the prevention or mitigation of negative impacts. They need to determine the attributes that attract or involve tourism, assess whether their policies express concern for the associated tourism impacts, and decide whether those policies need to be tourism explicit. For coastal communities, there are a number of tourism attributes that planners can expect to find commonly associated with impacts from tourism on other community sectors in their OCPs:

- residential concerns
- environmental quality
- automobiles & traffic
- recreation

5.1.2.2. Emphasis on Tourism

A high level of tourism recognition would serve as an affirmation that tourism is emphasized in the community. In such situations, it identifies the types of community attributes that are typically the focus for tourism planning and management. Few communities in the study area qualify as having such an emphasis.

Recommendation 5

Communities that emphasize tourism development need to focus on maintaining tourism on their public policy agenda. They need to determine the attributes that make up their tourism product, confirm that their policies express them in a tourism context, and decide whether those policies need to be embedded within a more comprehensive growth management strategy for tourism (discussed further in sect. 5.2.). Moreover, they are well-positioned to explore more formal linkages with Crown land inventory information to substantiate policies that encourage tourism on adjacent Crown land.

5.1.3. Reconciling Tourism Policy in Coastal Communities

Policies that concern the CCZ have lower levels of tourism recognition than their counterparts in inland areas. Ideally such discrepancies should not exist because both areas fall under the jurisdiction of the same community policy-making authority. In such instances, tourism policies within coastal communities need to be revised. Policies that are consistent in their association with tourism promote planning coordination and understanding of the overall tourism product in the community.

Congestion and crowding associated with seasonal tourism peaks exemplifies this policy inconsistency between coastal and inland areas. Section 4.2.3.2. described a tourism implicit policy from the Saltspring OCP concerned with ferry service and automobile congestion in the CCZ. For this policy to be more tourism explicit in character, it can be restated as:

> <u>objective</u>: achieve a level of public ferry service that meets, rather than precedes community needs;
>
> <u>instrument</u>: encourage BC Ferries to manage automotive traffic demand and diversify traffic loads rather than expand vessels or parking and staging areas, avoid responding to seasonal **tourism** peaks with larger land-based facilities, and consider pedestrian-only ferries.

Referring to ‘seasonal tourism peaks’ instead of ‘seasonal peaks’ may seem repetitive since tourism on Saltspring Island is seasonal in character. However, alleviating traffic congestion on ferries is likely to benefit both the community and tourism amenity value in much the same way that a corresponding inland area policy seeks to ensure that land use decisions for tourism do not result in more peak visitation:

> <u>objective</u>: make land use decisions that would encourage the number of tourist visits to be sustained over a longer part of the year, preferably without a significant increase in the height of the summer peak period;
>
> <u>instrument</u>: establish a tourism advisory committee, made up of community members and of tourist accommodation operators to provide advice regarding land use decisions related to tourism.

These examples suggest that directives concerned with similar issues should address tourism consistently.

It is conceivable that some coastal areas lack the community amenities to attract or involve tourism. This research does not seek to explain the reason for the inconsistency, but suggests that some CCZs may be taken for granted as a tourism asset without being formally guided by OCP policy.

Recommendation 6

Coastal communities need to be consistent in tourism policy making across their coastal and inland areas. They need to determine the attributes that make up their tourism product, assess whether their policies express them in a tourism context in both coastal and inland areas, and decide whether any discrepancies are justified. There are several tourism attributes that coastal community planners can expect to find inconsistently recognized between their coastal and inland areas:

- pleasure watercraft
- promotion marketing
- congestion and crowding

5.2. Beyond Tourism Recognition Guidelines

Generally, the planning and management literature supports the notion that policy implementation is more effective when policy objectives are clear in their intent and measurable in their success (Brown 1996, 81-83; Hendee et al. 1978, 142). This does not imply that policies must also acknowledge the diversity of planning sectors that may be affected by the course of action. Such specifics are part of subsequent strategies, which develop the management actions necessary to implement policies in a coordinated and integrated manner (Brown 1996, 81). If all communities engage in tourism strategy development, then there would be little need to recognize community tourism resources in OCPs beyond having goals that express a want or concern for tourism, and measurable objectives that specify desired conditions.

However, very few of the OCPs examined have a policy structure that allocates resources for tourism strategies to be developed. Most tourism objectives contain terms such as ‘to enhance’ or ‘to provide’ that should be associated with broader goal statements (Brown 1996, 82). Revising OCP policies to be more tourism explicit in character does not replace the need for more measurable objectives or the strategies to implement them. Most communities in the study area are unlikely to address this need because of competing economic priorities and limited resources at the local level. Nevertheless, improving tourism recognition in OCPs is a complementary process that can be a lead-in for more comprehensive tourism planning strategies. One such strategy is growth management planning for tourism.

Growth Management and Land Use Planning

The success of the tourism industry depends on coordinated growth management planning based on three general strategies for human settlement. They include the quality of development, the quantity of development, and the location of development (Bosselman et al. 1999, 40). The type of land use planning in most OCPs is a location-oriented approach to growth management where new development is channeled toward particular areas. Quality refers to the type, form, and character of development while quantity concerns the rate and capacity of development. “Indeed, the desired character of growth is often perceived as related to land use that people remember and expect rather than to some absolute level of density” (Gill and Williams 1994, 213).

Land use planning solely as a land allocation mechanism would be a precurser to growth management, and OCPs tend to be viewed as policy expressions of desired land use. However, many communities have expanded their policies to include allocation and nonallocation management prescriptions that stem from land use designations. In a municipal and settlement area context, it follows that land use planning in OCPs is not separate from growth management, but is central to a variety of tools and techniques that are combined in an iterative, consensus-based process that focuses on implementation and assessment mechanisms (Gill and Williams 1994, 214). Growth management relies on land use policies and regulations, local spending and taxation policies, public land acquisition, and private land protection (summarized in Williams, M. 1993, 83-90).

OCPs are based on community consultation rather than consensus. Moreover, local implementation actions (e.g. development permits) that may be included are typically not embedded in a regional context, and do not address long-term financial resources for the community. Despite their inroads into the quality and quantity of development, most OCPs are likely to remain as land use planning exercises that inform and take direction from more progressive growth management planning. Improving tourism recognition in OCPs may assist with the early phases of a tourism growth management process (Graefe et al. 1990; Williams and Gill 1991). In particular, it gathers baseline data on tourism attributes and formulates tourism-specific objectives.

Recommendation 7

Communities need to be aware that tourism recognition in OCPs is no substitute for more comprehensive tourism strategies that move beyond directives associated with land use to implementation actions linked to growth management. However, improving tourism recognition is a complementary process that generates information in preparation for growth management initiatives that may be undertaken.

6. CONCLUSIONS

The overriding question in this research is "what is the extent of local government recognition of coastal tourism in community planning?" The findings of this research suggest that local OCP planning in the community coastal zone does not incorporate tourism to the extent of similar policy making in more inland areas. Consequently the role of tourism development in contributing to growing concerns over unmanaged or inappropriately used resources in coastal environments may not be addressed to the extent that is actually warranted. Moreover, the core marine-oriented recreational activities required for sustainable coastal tourism may not receive the same level of auxiliary product support (e.g. transportation) that may be available for more inland tourism activities.

The following section summarizes answers to the study's research sub-questions and concludes with several suggested areas of emphasis for further investigation of local government tourism policy.

6.1. Coastal Tourism Unrecognized

Tourism Recognition Factor analyses in this study demonstrate that coastal communities emphasize tourism differently and inconsistently in their planning policies. Guidelines for improving tourism's recognition and integration in OCPs include generating greater understanding of the types of issues and attributes that are important to consider, but are often neglected in local land use planning and policy development. It is recommended that such guidelines supplement more comprehensive planning policies in areas experiencing tourism growth. Table 6.1 summarizes the core findings related to each of the specific research sub-questions addressed in this inquiry.

Table 6.1.
Answers to Research Sub-Questions

RESEARCH QUESTIONS/ISSUES	RESEARCH ANSWERS/SOLUTIONS
What is the overall level of tourism recognition across the study area?	TRF of 0.71. Tourism is generally implicitly recognized, and there is considerable variability on approaches to tourism planning.
Which regional districts and communities have high or low levels of tourism recognition?	*High:* Squamish-Lillooet RD, Nanaimo RD *Low:* RD of Comox-Stathcona, Fraser Valley RD *High:* Ladysmith, Halfmoon Bay, Esquimalt, *Low*: Shawnigan Lake, West Vancouver
What is the character of tourism policy content across the study area?	impacts from tourism on other community sectors, senior government interaction, transportation corridors, and amenities related to recreation, environmental quality, access (especially in CCZ), and scenic quality
What is the character of tourism recognition policy content of coastal communities?	The largest difference found between low recognition in CCZs and high recognition in inland areas are for those policies associated with pleasure watercraft and promotion marketing (most attributes are lower in CCZs).

6.2. Future Directions for Research

There are several areas of further investigation of local government tourism policy that are recommended:

- *Evaluation Research on Coastal and Inland Areas*

This study is a comparative description of local tourism policy among coastal and inland areas of the Canadian Georgia Basin. It does not seek to explain why differences in coastal tourism recognition exist. For example, evaluation research might further investigate the relationship between tourism recognition and recreation. It might hypothesize that coastal and inland areas differ in their policy focus on public versus commercial recreation and that such differences are sufficient to determine their overall tourism emphasis.

- *Evaluation Research on Communities*

Growth management in this study is proposed as a logical continuation of efforts to improve tourism recognition in local government policy. Case study research can be used to evaluate tourism recognition success in communities that subsequently proceed with more formal growth management processes. This can be compared with communities that elect to retain tourism policies in their OCPs as their only means of tourism planning.

- *Exploratory Research on Community Collaboration*

Community collaboration on tourism planning initiatives is referred to in the local government survey findings. It suggests that there are several instances where adjacent communities work together on tourism promotion and/or land use planning (e.g. North Shore Tourism Initiative). Exploratory research in this context can investigate how tourism recognition can be used to identify communities with similar tourism development goals and objectives.

- *Compatibility Research on Crown land Planning Attributes*

Municipal OCPs encourage certain tourism uses on adjacent Crown land. Electoral OCPs designate such uses on Crown land outside of provincial parks and tenured areas subject to provincial approval. OCPs are a local level of land use planning that may be used to provide direction to more operational plans. However, the local government survey suggests that communities lack familiarity with Crown land planning for tourism. Compatibility research may determine whether communities can benefit from Crown land inventory data on tourism features in OCP policy development. Moreover, it can investigate whether such a linkage would improve the role of OCPs in guiding Crown land planning outside of municipalities and settlement areas.

- *Typology Research on Tourism Policy*

This study demonstrates that there is a variety of approaches to tourism planning at the local government level. A template for tourism policy development can be created based on the type of attributes that are most prevalent and/or unrecognized. Typologies emerging from different elements in the template would be used to identify successes and barriers to implementation. This approach is particularly suited to communities that seek to have tourism as a part of their wider planning efforts.

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APPENDIX A: Sample Description and Rationale

A.1. Electronic Mail Survey

Responses to the regional district and municipal tourism survey were received between November 14 and December 17, 2001. Respondents are listed in tables A.1. and A.2., and the questionnaire is in table A.3.

Table A.1.
Regional District Respondents

Regional District	Respondents
Capital	Chris Goldburn, Manager, Information Services
Comox-Strathcona	no response
Cowichan Valley	Catherine Johnnie, Long Range Planner
Fraser Valley	Siri Bertelsen, Planner
Greater Vancouver	Hugh Kellas, Administrator, Regional Development
Islands Trust	Linda Adams, Manager, Trust Area Programs
Nanaimo	Christina Thomas, Senior Planner, Community Services
Powell River	Don Turner, Regional Planner
Squamish-Lillooet	Guy Patterson, Planning Assistant
Sunshine Coast	Trevor Fawcett, GIS Administrator Teresa Fortin, Planning Technician Paul Thompson, Planner

Table A.2.
Municipal Respondents

Municipality	Respondents
Burnaby	Phil Sanderson, Planner
Campbell River	Susanne Theurer, Planning Services Manager
Courtenay	Trudy Rotgans, Planner
Delta	Leanne Salmon, Application Centre Technician
Esquimalt	Barbara Snyder, Planning & Engineering Services
Gibsons	Chris Marshall, Planner
Lake Cowichan	Joe Fernandez, Planner
Langford	Matthew Baldwin, Planner
Langley City	Gerald Minchuk, Director, Development Services
Langley Township	Jason Chu, Strategic Planner
Metchosin	Murray Browne, Planner
Mission	Dayle Reti, Planner
New Westminster	Leslie Gilbert, Assistant Director, Planning Colleen Gould, Coordinator, Marketing and Film Stephen Scheving, Senior Planner
North Cowichan	Glenn Morris, Planning Technician
North Vancouver District	Jim Masterton, Planner Laura MacMaster, Manager of Tourism, Arts, Culture & Film
Oak Bay	Oak Bay Merchants Coalition
Parksville	Geoff Corbett, Tourism Marketing Manager Gayle Jackson, Planner
Pitt Meadows	Theresa Flynn, Planner Bruce McWillima, Planner
Port Moody	Jim McIntyre, Planner
Saanich	Neil Findlown, Planner
Sechelt	Connie Jordison, Planner
Vancouver	anonymous
West Vancouver	Oksana Dexter, Planner Steve Nicholls, Director of Planning, Lands and Permits Raymond Nothstein, Community Planner
Whistler	Wanda Bradbury, Planning Clerk Channa Pelpola, Stewardship Supervisor
White Rock	Tom Leathem, Planner

Table A.3.
Local Government Questionnaire

Part I: Regional Growth Strategy
Regional District
- Does the regional district have a regional growth strategy (RGS) and does it address tourism?

Part II: Parks/Recreation/Culture Plans
Regional District
- Does the regional district have parks/recreation/culture plans for the district/electoral areas and do they relate local amenities to tourism (other than the RGS and EA OCPs)?

Municipality
- Does the municipality have parks/recreation/culture plans and do they relate local amenities to tourism (other than OCP)?

Part III: Tourism Strategies
Regional District
- Are there any other regional district tourism planning initiatives that cover the district, one or more electoral areas, or are specific to one or more settlements within an electoral area (other than RGS and EA OCPs)?

Municipality
- Are there any other municipal tourism planning initiatives that cover the municipality or adjacent areas, such as partnerships with the regional district or other municipalities/communities, or that are specific to one or more neighborhoods within the municipality (other than the OCP)?

Part IV: Local Tourism Planning
Regional District
- Does the regional district consider tourism part of its planning responsibility (irrespective of official mandate and/or existing plans)?
- Is local tourism planning carried out by the regional district or a local tourism organization (LTO)?
- What are the regional district’s main information sources for tourism within settlement areas (e.g. LTOs, RI-resident input, TOS-Tourism Opportunity Study)?

Municipality
- Does the municipality consider tourism part of its planning responsibility (irrespective of official mandate and/or existing plans)?
- Is local tourism planning carried out by the municipality or a local tourism organization (LTO)?
- What are the municipality’s main information sources for tourism within the municipality (e.g. LTOs, RI-resident input, TOS-Tourism Opportunity Study)?

Part IV: Crown Land Tourism Planning
Regional District
- Has the regional district (or LTO designation on their behalf) participated in any provincial Crown land planning (CLP) processes that involved tourism and/or recreation (e.g. CORE-Commission on Resources and the Environment, LRMP-Land and Resource Management Plan, PAS-Protected Areas Strategy, LRUP-Land and Resource Use Plan, CR-commercial recreation, PR-public recreation)?
- What are the regional district’s main tourism/recreation information sources for such processes? (e.g. LTO, RI, TOS, RRI-Recreation Resource Inventory, TRI-Tourism Resource Inventory)
- Are Crown land inventories (RRI, TRI, TOS) used by the Regional District as an information source in the preparation of electoral area OCPs that encourage certain tourism and recreation uses on Crown land outside of settlement areas?

Municipality
- Has the municipality (or LTO designation on their behalf) participated in any provincial Crown land planning (CLP) processes that involved tourism and/or recreation (e.g. CORE-Commission on Resources and the Environment, LRMP-Land and Resource Management Plan, PAS-Protected Areas Strategy, LRUP-Land and Resource Use Plan, CR-commercial recreation, PR-public recreation)?
- What are the municipality’s main tourism/recreation information sources for such processes? (e.g. LTO, RI, TOS, RRI-Recreation Resource Inventory, TRI-Tourism Resource Inventory)
- Are Crown land inventories (RRI, TRI, TOS) used by the municipality as an information source in the preparation of OCPs that encourage certain tourism and recreation uses on adjacent Crown land?

Part VI: Land Use Planning Scales
Regional District
- At what scales do you carry out land use planning for the regional district (e.g. RGS) and electoral areas (e.g. OCPs)?

Municipality
- At what scales do you carry out land use planning for the municipality (e.g. OCP)?

A.2. Community Sample

A total of 104 communities are located completely within the study area. Another three communities have boundaries that extend outside its limits. A purposive sample of 39 communities was selected across the nine regional districts and the Islands Trust[17].

The decision to choose the two largest and the two most populated communities within each district rather than the single largest and single most populated resulted in an increase in sample size by about one-third. In both options, the highest and lowest density criteria served as a check on urban and rural representation. While the highest densities often coincided with the second most populated communities within each district, the lowest densities tended to match the communities with the largest area. Therefore, density criteria with the smaller sample size would have had the undesired effect of a greater bias toward high population. To preserve the intent of equal weight on population and surface area parameters, the larger sample size was chosen. Table A.4. lists all the regional districts and their communities in the study area. The sample communities are highlighted and have bolded values for the criteria that led to their inclusion.

Table A.4.
Community Criteria and Score

REGIONAL DISTRICT	COMMUNITY	TYPE	AREA[1] (km2)	POP 1996	DENSITY	AREA RANK	POP RANK	SCORE	NOTES
Capital	Colwood	coastal	20.7	13,848	670	81	31	0.89	
Capital	District of Central Saanich	coastal	50.1	16,647	332	66	28	1.06	
Capital	District of Esquimalt	coastal	10.1	16,151	1,607	93	29	0.82	
Capital	District of Highlands	coastal	40.4	1,423	35	73	87	0.63	
Capital	District of Langford	coastal	41.6	17,484	420	71	25	1.04	
Capital	District of Metchosin	coastal	79.8	4,709	59	56	56	0.89	
Capital	District of North Saanich	coastal	46.9	10,411	222	68	37	0.95	
Capital	District of Oak Bay	coastal	16.4	17,865	1,091	84	24	0.93	
Capital	District of Saanich	coastal	**111.8**	**101,388**	907	49	7	1.79	sample
Capital	Electoral Area 'B' Langford	coastal	79.5	2,431	31	57	77	0.75	
Capital	Electoral Area 'D' Sooke	coastal	**1,490.7**	11,943	**8**	11	34	2.22	sample
Capital	Town of Sidney	coastal	7.1	10,701	1,499	98	36	0.75	
Capital	Town of View Royal	coastal	17.3	6,441	372	82	49	0.76	
Capital	Victoria	coastal	23.4	**73,504**	**3,148**	77	11	1.14	sample

[1] Incorporated municipalities and electoral areas make up the entire land area, including parts of lakes and rivers within, and fronting, their land boundaries. Areas do not include any part of adjacent coastal straits and inlets that make up an additional 13,000 sq. km (21.5% of the study area).

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[17] The Islands Trust is a *de facto* regional district.

Table A.4. cont'd
Community Criteria and Score

REGIONAL DISTRICT	COMMUNITY	TYPE	AREA (km2)	POP 1996	DENSITY	AREA RANK	POP RANK	SCORE	NOTES
Comox-Strathcona	Courtenay	coastal	15.3	**17,335**	**1,133**	86	26	0.89	sample
Comox-Strathcona	District of Campbell River	coastal	148.8	**29,274**	197	43	20	1.59	sample
Comox-Strathcona	Electoral Area 'B'	coastal	96.8	8,272	85	53	41	1.06	
Comox-Strathcona	Electoral Area 'C' Portion of Rural Comox Valley	coastal	**1,086.9**	8,701	8	13	40	1.89	sample
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lake	coastal	**1,683.5**	4,575	**3**	8	59	1.49	sample
Comox-Strathcona	Electoral Area 'H'	coastal	2,080.8	894	0.4				~40% within study area
Comox-Strathcona	Electoral Area 'I'	coastal	133.4	952	7	46	95	0.71	
Comox-Strathcona	Electoral Area 'J'	coastal	9,324.5	2,860	0.3				~5% within study area
Comox-Strathcona	Town of Comox	coastal	15.4	11,069	720	85	35	0.83	
Comox-Strathcona	Village of Cumberland	inland	7.4	2,548	343	97	76	0.58	
Comox-Strathcona & Islands Trust	Electoral Area 'A'	coastal	549.8	6,988	13	18	44	1.61	
Cowichan Valley	District of North Cowichan	coastal	204.3	**25,305**	124	35	21	1.79	ocp in progress
Cowichan Valley	Duncan	inland	2.2	4,583	**2,132**	103	58	0.62	sample
Cowichan Valley	Electoral Area 'A' Mill Bay/Malahat	coastal	52.6	3,346	64	62	68	0.77	
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	inland	310.0	**6,695**	22	25	46	1.41	sample
Cowichan Valley	Electoral Area 'C' Cobble Hill	coastal	23.3	4,195	180	78	62	0.71	
Cowichan Valley	Electoral Area 'D' Cowichan Bay	coastal	27.7	4,104	148	76	63	0.72	
Cowichan Valley	Electoral Area 'E' Cowichan Station/Sahtlam/Glenora	inland	140.0	4,472	32	45	61	0.94	
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	coastal	**1,806.0**	1,927	**1**	6	82	1.14	sample
Cowichan Valley	Electoral Area 'H' North Oyster/Diamond	coastal	93.2	2,983	32	54	71	0.80	
Cowichan Valley	Electoral Area 'I' Youbou/Meade	inland	**526.3**	1,439	3	19	86	0.95	sample
Cowichan Valley	Town of Ladysmith	coastal	9.3	**6,456**	695	94	48	0.70	sample
Cowichan Valley	Village of Lake Cowichan	inland	9.2	2,856	311	95	73	0.60	
Cowichan Valley & Islands Trust	Electoral Area 'G' Saltair/Gulf Islands	coastal	304.1	2,617	9	26	74	1.00	
Fraser Valley	Abbotsford	inland	375.2	**105,605**	**281**	21	5	3.85	sample
Fraser Valley	Chilliwack	inland	266.5	**61,708**	232	30	13	2.33	sample
Fraser Valley	Electoral Area 'A' North Bend/Boston Bar	inland	**2,372.4**	880	0.4	4	97	0.99	sample
Fraser Valley	Electoral Area 'B'	inland	1,519.9	1,159	1	10	91	0.99	
Fraser Valley	Electoral Area 'C'	inland	1,670.5	1,710	1	9	83	1.09	
Fraser Valley	Electoral Area 'D'	inland	241.6	1,065	4	33	93	0.79	
Fraser Valley	Electoral Area 'E'	inland	796.2	3,481	4	16	65	1.23	
Fraser Valley	Electoral Area 'F' McConnell Creek/Hatzic Prairie	inland	**3,889.9**	1,410	**0.4**	2	88	1.11	sample
Fraser Valley	Electoral Area 'G'	inland	1,752.2	1,995	1	7	80	1.15	
Fraser Valley	Electoral Area 'H'	inland	43.9	356	8	70	103	0.58	
Fraser Valley	Hope	inland	45.8	6,247	137	69	51	0.83	
Fraser Valley	Kent	inland	193.7	5,395	28	36	53	1.12	
Fraser Valley	Mission	coastal	253.3	30,519	120	32	19	1.96	
Fraser Valley	Village of Harrison Hot Springs	inland	6.8	898	132	99	96	0.51	

Table A.4. cont'd
Community Criteria and Score

REGIONAL DISTRICT	COMMUNITY	TYPE	AREA (km2)	POP 1996	DENSITY	AREA RANK	POP RANK	SCORE	NOTES
Greater Vancouver	Burnaby	coastal	106.7	179,209	1,679	51	3	1.85	
Greater Vancouver	Coquitlam	coastal	152.6	101,831	667	42	6	2.08	
Greater Vancouver	District of Delta	coastal	**364.3**	95,930	263	23	8	3.23	sample
Greater Vancouver	District of Maple Ridge	coastal	267.1	56,184	210	29	14	2.33	
Greater Vancouver	District of North Vancouver	coastal	178.2	81,307	456	38	9	2.13	
Greater Vancouver	District of Pitt Meadows	coastal	88.3	13,612	154	55	32	1.15	
Greater Vancouver	District of West Vancouver	coastal	98.9	42,629	431	52	17	1.45	
Greater Vancouver	Electoral Area 'A'	coastal	**860.7**	6,590	**8**	15	47	1.61	no ocp
Greater Vancouver	Langley City	inland	10.2	22,523	2,212	91	22	0.88	
Greater Vancouver	New Westminster	coastal	22.0	49,350	2,243	79	15	1.06	
Greater Vancouver	North Vancouver	coastal	12.7	41,796	3,299	89	18	0.93	
Greater Vancouver	Port Coquitlam	coastal	34.8	46,686	1,341	74	16	1.11	
Greater Vancouver	Port Moody	coastal	34.4	20,847	607	75	23	1.02	
Greater Vancouver	Richmond	coastal	168.1	148,867	886	40	4	2.27	
Greater Vancouver	Surrey	coastal	**371.4**	**304,677**	820	22	2	4.17	sample
Greater Vancouver	Township of Langley	coastal	317.7	80,713	254	24	10	2.94	
Greater Vancouver	Vancouver	coastal	116.2	**515,400**	**4,437**	48	1	2.04	sample
Greater Vancouver	Village of Anmore	inland	8.0	961	120	96	94	0.53	
Greater Vancouver	Village of Belcarra	coastal	12.5	665	**53**	90	100	0.53	sample
Greater Vancouver	Village of Lions Bay	coastal	2.9	1,347	469	102	90	0.52	
Greater Vancouver	White Rock	coastal	14.0	17,210	1,228	87	27	0.88	
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	coastal	77.4	379	**5**	58	102	0.63	sample
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	coastal	**193.5**	**9,247**	48	37	39	1.32	sample
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands	coastal	**216.3**	**4,491**	21	34	60	1.06	sample
Islands Trust (Greater Vancouver)	Bowen Island	coastal	50.5	3,346	**66**	65	69	0.75	ocp in progress data from gbfp
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	coastal	60.9	3,479	**57**	60	66	0.79	sample
Nanaimo	Electoral Area 'A'	coastal	51.5	6,155	120	64	52	0.86	
Nanaimo	Electoral Area 'C' Arrowsmith Benson/Cranberry Bright	inland	**1,079.6**	1,499	**1**	14	85	1.01	sample
Nanaimo	Electoral Area 'D'	coastal	52.1	4,907	94	63	55	0.85	
Nanaimo	Electoral Area 'F'	inland	261.8	5,288	20	31	54	1.18	
Nanaimo	Electoral Area 'G'	coastal	58.8	6,429	109	61	50	0.90	
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	coastal	**285.9**	3,019	11	28	70	1.02	sample
Nanaimo	Nanaimo	coastal	125.5	**70,130**	559	47	12	1.69	sample
Nanaimo	Parksville	coastal	16.8	**9,472**	**562**	83	38	0.83	sample
Nanaimo	Qualicum Beach	coastal	13.6	6,728	497	88	45	0.75	
Nanaimo & Islands Trust	Electoral Area 'E'	coastal	75.7	4,677	62	59	57	0.86	
Powell River	District of Powell River	coastal	41.3	**13,131**	**318**	72	33	0.95	sample
Powell River	Electoral Area 'A'	coastal	**4,014.2**	1,570	**0.4**	1	84	1.18	ocp in progress
Powell River	Electoral Area 'B'	coastal	153.3	1,379	9	41	89	0.77	
Powell River	Electoral Area 'C' Portion of Southern RD	coastal	**691.3**	**2,289**	**3**	17	79	1.04	sample
Powell River	Electoral Area 'D' Texada Island	coastal	**286.5**	1,155	4	27	92	0.84	sample
Powell River	Indian Govt. District of Sechelt	coastal	0.2	33	154	104	104	0.48	

Table A.4. cont'd
Community Criteria and Score

REGIONAL DISTRICT	COMMUNITY	TYPE	AREA (km2)	POP 1996	DENSITY	AREA RANK	POP RANK	SCORE	NOTES
Squamish-Lillooet	District of Squamish	coastal	108.5	**14,284**	132	50	30	1.25	sample
Squamish-Lillooet	District of Whistler	inland	**169.2**	**7,172**	42	39	43	1.22	sample
Squamish-Lillooet	Electoral Area 'C'	inland	5,861.8	2,724	0.5				~90% within study area
Squamish-Lillooet	Electoral Area 'D' Whistler South	inland	**3,021.4**	644	**0.2**	3	101	0.96	sample
Squamish-Lillooet	Village of Pemberton	inland	3.3	855	**260**	101	98	0.50	sample
Sunshine Coast	District of Sechelt	coastal	48.3	**7,343**	152	67	42	0.92	sample
Sunshine Coast	Electoral Area 'A' Egmont/Pender Harbour	coastal	**1,950.3**	2,573	**1**	5	75	1.25	sample
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	coastal	**1,257.3**	2,327	2	12	78	1.11	sample
Sunshine Coast	Electoral Area 'D' Roberts Creek	coastal	142.1	2,869	20	44	72	0.86	
Sunshine Coast	Electoral Area 'E' Elphinstone	coastal	21.0	3,367	160	80	67	0.68	
Sunshine Coast	Electoral Area 'F' West Howe Sound	coastal	389.7	1,967	5	20	81	0.99	
Sunshine Coast	Indian Govt. District of Sechelt	coastal	10.1	736	73	92	99	0.52	
Sunshine Coast	Town of Gibsons	coastal	5.1	**3,732**	**729**	100	64	0.61	sample
Study Area Totals									
total	107		47,458	2,726,024	57	51	51	124.25	
coastal	80		23,459	2,470,128	105	54	46	95.31	
inland	27		23,999	255,896	11	43	67	28.94	
Sample Area Totals									
total	39		2,4621	1,511,316	61	42	52	53.07	
coastal	28		12,605	1,318,826	105	45	47	38.12	
inland	11		12,016	192,490	16	33	65	14.95	

APPENDIX B: Policy Components and Categories

B.1. Policy Components

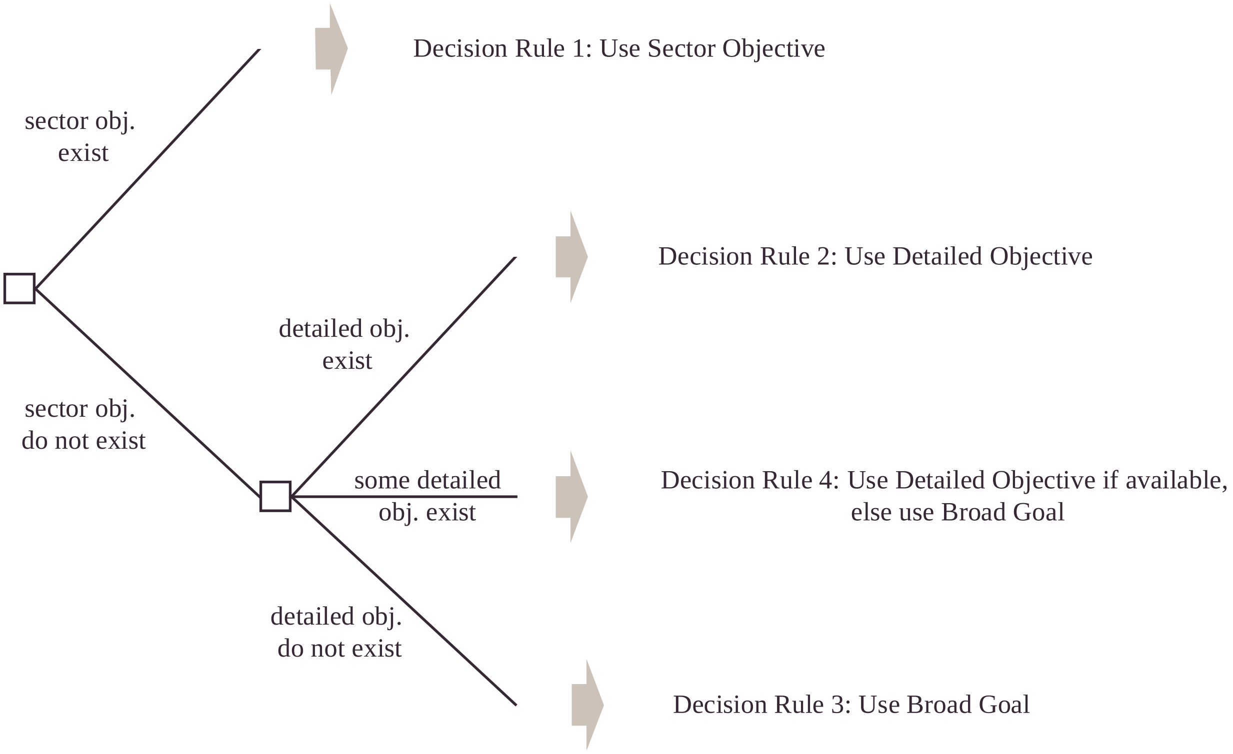
OCPs vary considerably in their clarity and organization of policy objectives and instruments. Most include broad planning goals that are followed by community or economic sector objectives (sectoral objectives) in specific sections, and more detailed objectives along with the means to achieve the objectives bundled together in subsequent 'policy' sections. The inclusion of these latter 'detailed objectives' is notably inconsistent even within the community plans that appear to have them. Other planning documents omit any sectoral objectives beyond broad planning goals, yet have no other objectives bundled in their 'policy' sections. However, a few documents do demonstrate clarity in linking policy components. Typically, such documents either bundle objectives and instruments together in policy statements following broad planning goals, or include sectoral objectives while limiting their 'policy' section to instruments only.

To facilitate a valid and reliable approach to choosing objectives, decision rules were created that favored sectoral objectives over detailed objectives, and detailed objectives over broad planning goals (fig. B.1.):

1. If the 'policy' section is preceded by sectoral objectives, regardless as to whether the 'policy' section has more detailed objectives or not, choose the most appropriate sectoral objective.
2. If the 'policy' section is not preceded by sectoral objectives, and if the 'policy' section has detailed objectives, choose the detailed objective.
3. If the 'policy' section is not preceded by sectoral objectives, and if the 'policy' section does not have detailed objectives, choose the most appropriate 'objective' from among the broad planning goals.
4. If the 'policy' section is not preceded by sectoral objectives, and if the 'policy' section has detailed objectives for some of its instruments, choose the detailed objective where available and choose the most appropriate 'objective' from among the broad planning goals where the detailed objective is not available.

Where decision rule no. 1 applies, detailed objectives in the 'policy' bundle were retained as part of the instrument for their contribution in identifying categories. Because there are often multiple instruments associated with a particular policy objective, more emphasis was placed on the instrument rather than the objective component when coding policies. Although the inverse of multiple objectives associated with a particular instrument is also true, the decision of choosing the most appropriate objective for a distinct instrument was logistically more practical than listing all the plausible combinations. The focus on instruments also mitigated the effects of potentially inappropriate choices of objectives, such as the broad planning goals of decision rules no. 3 and 4.

Figure B.1.
Decision Rules for Policy Objectives



B.2. Policy Categories

Categories were selected to obtain a mix of tourism product and process perspectives on the tourism system as it relates to sectors of human activity in the region. For example, the tourism production process with categories for resources, facilities, services, and experiences reflect both supply and demand-side perspectives of tourism development. All the categories were designed to capture some of the interaction among tourism system components, the environment, and other sectors of human activity.

The implication of the decision rules for the analysis is that categories based on objectives were only included if they supported the intent of the instrument. This avoided potentially invalid results from noting categories of an objective that were unrelated to the instrument. For example, an objective of waterfront access for recreation provides information on physical location and type of amenity that may not be stated in an instrument designating shoreline areas for boardwalk development. However, if the objective states waterfront access for recreation *and moorage* (in consideration of multiple instruments), categories such as water and boat are not included for that particular policy.

Attribute Criteria

The decision to include or exclude a category from being associated with a particular policy required adherence to criteria for each attribute. Policies and their attributes were based on an definitive relationship to avoid making assumptions about the intent of the policy maker. Policy wording was therefore rigorously scrutinized to ensure qualitative confidence about data reliability.

No attempt was made to identify primary over secondary categories within any particular policy because of the inconsistent association between objectives and instruments among the many planning documents, and the diversity of ecological, economic, and social contexts under which the policies were embedded. The decision to limit categories to only one or two words reflects a recognition of this complexity. Despite the often obvious intent of many policies, the subjective nature of weighting categories within policies was considered to compromise reliability more than it would increase the validity of the results. Table B.1. gives an example of a policy with equal weight in a number of categories.

Table B.1.
Example Tourism Policy with Categories

Policy: provide boat launches and other recreational opportunities (instrument) to maximize public access for visitors to the Strait of Georgia, lakes, and watercourses (objective)

Category	Rationale -Keywords
coastal	waterfront, foreshore, and/or water
waterfront	boat launches
foreshore	boat launches
water	Strait of Georgia, lakes, and watercourses
land use	Strait of Georgia, lakes, and watercourses
facility/activity design	boat launches
tourism cycle	visitors
tourism activity	boat launches and other recreational opportunities
tourism facility	boat launches and other opportunities
tourism infrastructure	boat launches
tourism experience	recreational
transportation corridor	boat launches
pleasure craft	boat launches
recreation	recreational
access	public access

Categories were included if the policy met the criteria specified in table B.2.

Table B.2.
Category Criteria for Tourism Policies

Category and Criteria	Rationale -Keyword Examples
Area of Policy Influence	
inland: landward of coastal waterfront (inland & coastal community)	lake, forest land, hydro corridors, downtown, commercial
coastal: waterfront, foreshore, or water (coastal community)	seaside property, marine boat launch, ferries, whalewatching
waterfront: terrestrial area adjacent to water	shoreline trail, riparian area, wharf, riverfront restaurant
foreshore: intertidal zone	beach, shellfish harvesting, marine shore access
water: marine and river subtidal, lake	ferry and float plane route, aquaculture, kayaking, water view
Land Use Policy Focus	
land use: land and water allocation and designation	allocation/designation, facility/activity design, nonallocation
allocation/designation: intended use or category name	tourist commercial, park land, farm tourism, passive recreation
facility/activity design: allocation management prescription	access, sewage treatment, recreation capacity/condition
nonallocation element: nonallocation management prescription	growth & impact monitoring, education program, employment
Marketing Policy Focus	
marketing: promotion or positioning	information kiosk, public/private partnership, service standards
promotion: attraction of additional visitors	tourist information, product awareness, consumer/trade shows
positioning: community image or ID for market competitiveness	heritage, convention capacity, niche product development
Impact Policy Focus [1]	
internal on tourism: recognition of effect on tourism from tourism	product awareness, recreational congestion, growth monitoring
external on tourism: recognition of effect on tourism from other	marina services, scenic buffers, traffic, restricted public access
external from tourism: recognition of effect on other from tourism	economic development, resort sewage, restricted public access
Tourism Cycle under Policy Consideration [1]	
tourism cycle: travel, stay, or activity dimension	included with all tourism explicit policies for sorting purposes
tourism travel: travel to or from the destination	all forms of travel
tourism stay: stay at the destination	accommodation, food & beverage, water use, waste disposal
tourism activity: activities at the destination	recreation, facilities catered to an activity
Type of Unit in Tourism Production Process [1]	
tourism resource: requiring explicit supply of primary inputs	land allocation, water lease, local employment, prov. funding
tourism facility: involving intermediate inputs	parks, accommodation, transportation infrastructure
tourism infrastructure: involving a subset of intermediate inputs	resource road, utilities, sewer, parking, trail, boat launch
tourism service: involving intermediate outputs	interpretation, arts and crafts, entertainment, dining, guiding
tourism experience: resulting in final outputs	recreation, education, health, challenge
Sector/Govt. under Policy Consideration	
resource industry: resource land or specific to sector	forestry, mining, fisheries/aquaculture, agriculture, hydro
forestry: facilities and activities, forest land	forestry road, forest recreation site, visual quality objectives
mining: facilities and activities	gravel extraction, ore mining, mine tour, mine noise
fisheries/aquaculture: facilities and activities	clam digging, finfish aquaculture, sportsfishing
agriculture: facilities and activities, agricultural land reserve	farmers market, farm tour, ALR trail
hydro: facilities and activities, corridors	energy generation and transmission, recreation corridors
parks: all or some park types depending on policy	all for tourism explicit, regional and provincial for tourism implicit
industry: facilities and activities on local industrial land	air and seaport facilities, marine and river industry operations
residential: neighborhoods and people	'tourists & the community', home-based business, local
First Nations govt.: cooperation with First Nations people	cultural marketing initiative, reservation land
fed./prov. govt.: senior govt. cooperation, limited local jurisdiction	ferry, highway, hydro, Crown land, ALR
Aspect of Transportation under Policy Consideration	
transportation corridor: infrastructure for movement of people	access, path, water taxi, local road, float plane route
highway/major road: paved infrastructure between communities	highway, artery, connector
resource road: unpaved corridor infrastructure	Crown or private forestry road
trail/path: nonautomotive corridor infrastructure	pedestrian, all terrain vehicle, multiple use, marine trail
pedestrian/nonmotorized: pedestrian, low impact transportation	hiking, mountainbiking, kayaking, path, BC ferry foot passenger
air: facilities and activities	airport, heliport, linkages with other transportation hubs
rail: facilities and activities	Sea to Sky Corridor, heritage rail tour
coach/bus: facilities and activities	sightseeing, trolley car, package bus tour
automobile/traffic: facilities and activities	scenic route, parking, resort road access, BC ferry, boat launch
ferry: facilities and activities	BC Ferries, water taxi
commercial watercraft: facilities and activities	cruise terminal, ferries, harbor tours, passenger, marina
pleasure watercraft: facilities and activities	boat launch, small boat rental, kayak, marina

[1] Categories with the word ‘tourism’ are only applicable in a tourism explicit policy context.

Table B.2. cont'd
Category Criteria for Community Tourism Policies

Category and Criteria	Rationale -Keyword Examples
Type of Amenity under Policy Consideration	
culture/heritage: facilities and services	First Nations, resource heritage, cultural identity
entertainment: entertainment service	night club, film venue, comedy show
interpretation: interactive, educational service	farm tour, nature tour, 'interpretive' signage
recreation: activity-based experience	indoor & outdoor recreation
education: experience providing an educational benefit	science education, public awareness, education camp
access: access to resources, facilities, services, experiences	public waterfront access, recreation access
congestion/crowding: facility or activity exceeding capacity	recreational boating traffic, automobile traffic
scenic quality: aesthetics or natural scenic quality	scenic route, harbor view, vistas, view corridors
natural scenic quality: scenic quality emphasizing naturalness	impacts from resource industry, scenic landscape
environmental quality: biophysical environment or surroundings	water and air quality, wildlife/habitat, natural landscape, noise
water quality: water quality for drinking, swimming, and habitat	watershed, sewage, angling
air quality: air quality for life support and aesthetics	transportation and industry emissions
wildlife/habitat: habitat management for conservation of wildlife	ESA, riparian area, wildlife corridor, conservation

Note on Land Use Types

The coding of policies into categories that reflect the type of land use policy requires some elaboration. Allocation is the commitment of particular areas for certain exclusive or multiple uses. Designation refers to the assignment of land use categories to facilitate the development of management prescriptions to confirm and communicate allocation decisions (Brown 1996, 159).

There are therefore three types of land use policies: allocation of intended use or designation of categories; allocation management prescriptions; and nonallocation management prescriptions. The allocation management prescription component of land use designation normally refers to the physical management of an area to ensure it can accommodate the intended land uses or mitigate their competing effects. This subset of land use is referred to as facility/activity design to emphasize that most OCP allocation decisions are conditional on adherence to permitting criteria associated with zoning or site-specific approval. Nonallocation management prescriptions of land use are policies that involve study or research, socioeconomic mitigation, monitoring and compliance, and other issues arising from allocation decisions.

APPENDIX C: Summary of Findings

- Tables C.1., C.2., and C.3. contain policy content and tourism recognition data.
  - Table C.1. aggregated summary for the entire study area, including marketing
  - Table C.2. comparison between coastal and inland communities
  - Table C.3. comparison between coastal and inland areas of coastal communities
- Table C.4. contains tourism recognition data on regional districts and communities, including coastal and inland areas of coastal communities, but no policy content data on specific attributes.

C.1. Aggregate of All Communities

Table C.1. displays the tourism policy content from the perspective of the aggregate of all communities in the study area. For example, the data for policies that involve coastal areas are interpreted as follows:

Total (T)	40.2% of policies involve coastal areas.
Tourism Explicit (E)	24.6% of coastal area policies are tourism explicit policies (%T). 23.8% of tourism explicit policies involve coastal areas (%E).
Tourism Implicit (I)	75.4% of coastal area policies are tourism implicit policies (%T). 51.8% of tourism implicit policies involve coastal areas (%I).
Tourism Recognition Factor (TRF)	There are 3.03 times more tourism implicit than tourism explicit policies that involve coastal areas (inverse of TRF of 0.33).
Marketing (M)	4.8% of coastal area policies are marketing policies (%T). 19.9% of marketing policies involve coastal areas (%M).

Note: Scores represent the cumulative frequency of policy attributes based on individual community scores (described in section 3.2.4.).

Table C.1. Summary of Tourism Policies for the Aggregate of All Communities

POLICY TYPE	AGGREGATE OF ALL COMMUNITIES											
POLICY	TOTAL (T)		TOURISM EXPLICIT (E)			TOURISM IMPLICIT (I)			TRF	MARKETING (M)		
CATEGORY	score	%	score	% T	% E	score	% T	% I	E/I	score	% T	% M
Area												
inland	609.4	72.9	310.0	50.9	89.3	299.4	49.1	61.2	1.04	72.7	11.9	90.5
coastal	335.8	40.2	82.5	24.6	23.8	253.3	75.4	51.8	0.33	16.0	4.8	19.9
waterfront	349.7	41.8	94.1	26.9	27.1	255.6	73.1	52.3	0.37	15.3	4.4	19.1
foreshore	229.1	27.4	55.8	24.4	16.1	173.3	75.6	35.4	0.32	2.7	1.2	3.4
water	200.0	23.9	55.0	27.5	15.8	145.0	72.5	29.7	0.38	7.9	3.9	9.8
Land Use												
land use	824.4	98.6	335.4	40.7	96.6	489.0	59.3	100.0	0.69	68.4	8.3	85.2
allocation/designation	122.6	14.7	46.9	38.2	13.5	75.7	61.8	15.5	0.62	3.1	2.5	3.8
facility/activity design	672.2	80.4	271.2	40.3	78.1	401.1	59.7	82.0	0.68	49.9	7.4	62.1
nonallocation element	86.9	10.4	52.5	60.4	15.1	34.4	39.6	7.0	1.52	31.7	36.5	39.5
Marketing												
marketing	80.3	9.6	59.1	73.6	17.0	21.2	26.4	4.3	2.79	80.3	100.0	100.0
promotion	41.9	5.0	34.5	82.3	9.9	7.4	17.7	1.5	4.66	41.9	100.0	52.2
positioning	60.3	7.2	44.9	74.6	12.9	15.3	25.4	3.1	2.93	60.3	100.0	75.1
Impact												
internal on tourism	34.4	4.1	34.4	100.0	9.9		--		--	7.8	22.8	9.7
external on tourism	58.2	7.0	58.2	100.0	16.8		--		--	11.8	20.3	14.7
external from tourism	177.2	21.2	177.2	100.0	51.0		--		--	14.6	8.2	18.2
Cycle												
tourism cycle	347.3	41.5	347.3	100.0	100.0		--		--	59.1	17.0	73.6
tourism travel	68.0	8.1	68.0	100.0	19.6		--		--	16.0	23.5	19.9
tourism stay	216.3	25.9	216.3	100.0	62.3		--		--	29.1	13.4	36.2
tourism activity	243.2	29.1	243.2	100.0	70.0		--		--	46.3	19.0	57.7

Table C.1. Summary of Tourism Policies for the Aggregate of All Communities (cont'd)

POLICY TYPE / POLICY CATEGORY	AGGREGATE OF ALL COMMUNITIES											
	TOTAL (T)		TOURISM EXPLICIT (E)			TOURISM IMPLICIT (I)			TRF	MARKETING (M)		
	score	%	score	% T	% E	score	% T	% I	E/I	score	% T	% M
Production Process												
tourism resource	107.5	12.9	107.5	100.0	31.0		--		--	9.6	8.9	11.9
tourism facility	303.5	36.3	303.5	100.0	87.4		--		--	39.4	13.0	49.1
tourism infrastructure	120.8	14.4	120.8	100.0	34.8		--		--	11.2	9.3	13.9
tourism service	99.9	11.9	99.9	100.0	28.8		--		--	42.1	42.1	52.4
tourism experience	142.1	17.0	142.1	100.0	40.9		--		--	15.6	11.0	19.4
Sector/Govt.												
resource industry	143.5	17.2	42.2	29.4	12.2	101.3	70.6	20.7	0.42	6.6	4.6	8.3
forestry	81.7	9.8	23.1	28.2	6.6	58.6	71.8	12.0	0.39	2.8	3.4	3.5
mining	17.9	2.1	0.8	4.7	0.2	17.1	95.3	3.5	0.05	0.0	0.0	0.0
fisheries/aquaculture	14.9	1.8	0.0	0.0	0.0	14.9	100.0	3.1	0.00	0.0	0.0	0.0
agriculture	36.5	4.4	18.7	51.4	5.4	17.7	48.6	3.6	1.06	3.8	10.5	4.8
hydro	5.3	0.6	2.5	46.8	0.7	2.8	53.2	0.6	0.88	1.2	23.1	1.5
parks	81.6	9.8	39.9	48.8	11.5	41.8	51.2	8.5	0.95	1.8	2.2	2.3
industry	17.2	2.1	7.6	43.8	2.2	9.7	56.2	2.0	0.78	0.0	0.0	0.0
residential	287.7	34.4	174.9	60.8	50.4	112.9	39.2	23.1	1.55	31.0	10.8	38.6
First Nations govt.	6.2	0.7	2.3	37.7	0.7	3.9	62.3	0.8	0.61	2.3	37.7	2.9
fed./prov. govt.	224.0	26.8	56.4	25.2	16.2	167.7	74.8	34.3	0.34	7.4	3.3	9.2
Transportation												
transportation corridor	451.3	54.0	121.2	26.9	34.9	330.1	73.1	67.5	0.37	24.0	5.3	29.9
highway/major road	93.8	11.2	36.5	38.9	10.5	57.3	61.1	11.7	0.64	1.2	1.3	1.5
resource road	13.1	1.6	2.5	19.1	0.7	10.6	80.9	2.2	0.24	0.0	0.0	0.0
trail/path	67.0	8.0	17.3	25.8	5.0	49.7	74.2	10.2	0.35	4.7	7.1	5.9
pedestrian/nonmotorized	109.2	13.1	32.5	29.8	9.4	76.7	70.2	15.7	0.42	9.4	8.6	11.8
air	64.7	7.7	2.5	3.9	0.7	62.2	96.1	12.7	0.04	1.6	2.5	2.0
rail	12.9	1.5	4.0	30.9	1.2	8.9	69.1	1.8	0.45	1.6	12.7	2.0
coach/bus	10.3	1.2	3.4	33.0	1.0	6.9	67.0	1.4	0.49	0.0	0.0	0.0
automobile/traffic	202.0	24.2	74.1	36.7	21.3	127.8	63.3	26.1	0.58	4.4	2.2	5.5
ferry	30.2	3.6	0.0	0.0	0.0	30.2	100.0	6.2	0.00	0.0	0.0	0.0
commercial watercraft	56.9	6.8	12.4	21.7	3.6	44.5	78.3	9.1	0.28	2.1	3.7	2.6
pleasure watercraft	66.0	7.9	15.7	23.8	4.5	50.3	76.2	10.3	0.31	0.0	0.0	0.0
Amenity												
culture/heritage	90.2	10.8	59.2	65.6	17.0	31.0	34.4	6.3	1.91	29.6	32.8	36.9
entertainment	15.1	1.8	8.4	55.8	2.4	6.7	44.2	1.4	1.26	7.6	49.9	9.4
interpretation	20.5	2.4	8.6	42.0	2.5	11.9	58.0	2.4	0.72	7.0	34.3	8.7
recreation	305.5	36.5	123.2	40.3	35.5	182.3	59.7	37.3	0.68	8.6	2.8	10.8
education	44.9	5.4	20.5	45.7	5.9	24.4	54.3	5.0	0.84	12.0	26.6	14.9
access	215.3	25.7	47.4	22.0	13.7	167.9	78.0	34.3	0.28	6.8	3.1	8.4
congestion/crowding	54.7	6.5	30.9	56.4	8.9	23.9	43.6	4.9	1.29	1.1	2.1	1.4
scenic quality	156.4	18.7	41.3	26.4	11.9	115.2	73.6	23.6	0.36	10.4	6.6	12.9
natural scenic quality	72.0	8.6	17.6	24.5	5.1	54.4	75.5	11.1	0.32	4.5	6.3	5.6
environmental quality	249.3	29.8	93.5	37.5	26.9	155.8	62.5	31.9	0.60	6.0	2.4	7.4
water quality	36.7	4.4	15.2	41.6	4.4	21.4	58.4	4.4	0.71	0.0	0.0	0.0
air quality	2.8	0.3	0.0	0.0	0.0	2.8	100.0	0.6	0.00	0.0	0.0	0.0
wildlife/habitat	90.0	10.8	32.1	35.7	9.2	57.9	64.3	11.8	0.55	1.6	1.8	2.0
Overall	836.2	100.0	347.3	41.5	100.0	489.0	58.5	100.0	0.71	80.3	9.6	100.0

The overall summary is interpreted as follows:

Tourism Recognition	41.5% of study area policies are tourism explicit policies. 58.5% of study area policies are tourism implicit policies. There are 1.41 times more tourism implicit than tourism explicit policies in the study area (inverse of TRF of 0.71).
Marketing	9.6% of study area policies are marketing policies.

C.2. Coastal and Inland Communities

Table C.2. displays the tourism policy content from the perspective of coastal and inland communities in the study area. For example, the data for policies that involve the waterfront are interpreted as follows:

<u>Coastal Community Policies</u>

Total (T)	47.7% of policies involve the waterfront.
Tourism Explicit (E)	26.9% of waterfront policies are tourism explicit policies (%T). 32.5% of tourism explicit policies involve the waterfront (%E).
Tourism Implicit (I)	73.1% of waterfront policies are tourism implicit policies (%T). 57.5% of tourism implicit policies involve the waterfront (%I).
Tourism Recognition Factor (TRF)	There are 2.70 times more tourism implicit than tourism explicit policies that involve the waterfront (inverse of TRF of 0.37).

<u>Inland Community Policies</u>

Total (T)	18.1% of policies involve the waterfront.
Tourism Explicit (E)	27.3% of waterfront policies are tourism explicit policies (%T). 9.9% of tourism explicit policies involve the waterfront (%E).
Tourism Implicit (I)	72.7% of waterfront policies are tourism implicit policies (%T). 26.4% of tourism implicit policies involve the waterfront (%I).
Tourism Recognition Factor (TRF)	There are 2.63 times more tourism implicit than tourism explicit policies that involve the waterfront (inverse of TRF of 0.38).

Table C.2. Summary of Tourism Policies for Coastal and Inland Communities

POLICY TYPE	COASTAL COMMUNITIES										INLAND COMMUNITIES									
POLICY	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF		TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF
CATEGORY	score	%	score	% T	% E	score	% T	% I	E/I		score	%	score	% T	% E	score	% T	% I	E/I
Area																			
inland	444.1	66.2	227.1	51.1	85.9	217.0	48.9	53.4	1.05		165.3	100.0	82.9	50.1	100.0	82.4	49.9	100.0	1.01
coastal	335.8	50.1	82.5	24.6	31.2	253.3	75.4	62.3	0.33		--		--			--			--
waterfront	319.7	47.7	85.9	26.9	32.5	233.9	73.1	57.5	0.37		30.0	18.1	8.2	27.3	9.9	21.8	72.7	26.4	0.38
foreshore	229.1	34.1	55.8	24.4	21.1	173.3	75.6	42.6	0.32		--		--			--			--
water	177.8	26.5	45.6	25.6	17.2	132.2	74.4	32.5	0.34		22.2	13.4	9.4	42.4	11.4	12.8	57.6	15.5	0.74
Land Use																			
land use	664.2	99.0	257.7	38.8	97.5	406.6	61.2	100.0	0.63		160.2	96.9	77.7	48.5	93.8	82.4	51.5	100.0	0.94
allocation/designation	98.9	14.7	43.0	43.4	16.2	56.0	56.6	13.8	0.77		23.7	14.3	3.9	16.5	4.7	19.8	83.5	24.0	0.20
facility/activity design	548.6	81.8	206.9	37.7	78.3	341.7	62.3	84.1	0.61		123.6	74.8	64.3	52.0	77.6	59.4	48.0	72.0	1.08
nonallocation element	48.3	7.2	25.9	53.6	9.8	22.4	46.4	5.5	1.16		38.6	23.4	26.6	68.8	32.1	12.1	31.2	14.6	2.21
Marketing																			
marketing	59.5	8.9	39.2	65.9	14.8	20.3	34.1	5.0	1.94		20.8	12.6	19.9	95.4	24.0	0.9	4.6	1.2	20.91
promotion	29.9	4.5	23.5	78.4	8.9	6.5	21.6	1.6	3.63		12.0	7.3	11.0	92.1	13.3	1.0	7.9	1.2	11.62
positioning	43.2	6.4	27.9	64.5	10.6	15.3	35.5	3.8	1.82		17.0	10.3	17.0	100.0	20.5	0.0	0.0	0.0	--
Impact																			
internal on tourism	19.7	2.9	19.7	100.0	7.5	--			--		14.6	8.9	14.6	100.0	17.7	--			--
external on tourism	32.2	4.8	32.2	100.0	12.2	--			--		26.0	15.7	26.0	100.0	31.4	--			--
external from tourism	141.3	21.1	141.3	100.0	53.4	--			--		38.0	23.0	38.0	100.0	45.8	--			--
Cycle																			
tourism cycle	264.4	39.4	264.4	100.0	100.0	--			--		82.9	50.1	82.9	100.0	100.0	--			--
tourism travel	43.0	6.4	43.0	100.0	16.3	--			--		25.0	15.1	25.0	100.0	30.2	--			--
tourism stay	166.6	24.8	166.6	100.0	63.0	--			--		49.7	30.1	49.7	100.0	60.0	--			--
tourism activity	174.9	26.1	174.9	100.0	66.2	--			--		68.3	41.3	68.3	100.0	82.4	--			--

Table C.2. Summary of Tourism Policies for Coastal and Inland Communities (cont'd)

POLICY TYPE / POLICY CATEGORY	COASTAL COMMUNITIES									INLAND COMMUNITIES								
	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF
	score	%	score	% T	% E	score	% T	% I	E/I	score	%	score	% T	% E	score	% T	% I	E/I
Production Process																		
tourism resource	82.0	12.2	82.0	100.0	31.0		--		--	25.5	15.4	25.5	100.0	30.7		--		--
tourism facility	229.0	34.1	229.0	100.0	86.6		--		--	74.5	45.0	74.5	100.0	89.8		--		--
tourism infrastructure	87.3	13.0	87.3	100.0	33.0		--		--	33.4	20.2	33.4	100.0	40.3		--		--
tourism service	73.7	11.0	73.7	100.0	27.9		--		--	26.2	15.9	26.2	100.0	31.6		--		--
tourism experience	102.3	15.2	102.3	100.0	38.7		--		--	39.8	24.1	39.8	100.0	48.0		--		--
Sector/Govt.																		
resource industry	103.8	15.5	29.7	28.6	11.2	74.2	71.4	18.2	0.40	39.7	24.0	12.6	31.6	15.1	27.2	68.4	33.0	0.46
forestry	58.4	8.7	18.7	32.1	7.1	39.7	67.9	9.8	0.47	23.3	14.1	4.4	18.7	5.2	19.0	81.3	23.0	0.23
mining	8.4	1.3	0.8	10.0	0.3	7.6	90.0	1.9	0.11	9.5	5.7	0.0	0.0	0.0	9.5	100.0	11.5	0.00
fisheries/aquaculture	14.9	2.2	0.0	0.0	0.0	14.9	100.0	3.7	0.00	0.0	0.0	0.0	--	0.0	0.0	--	0.0	--
agriculture	29.4	4.4	12.6	42.8	4.8	16.8	57.2	4.1	0.75	7.1	4.3	6.2	86.7	7.5	1.0	13.3	1.2	6.51
hydro	2.8	0.4	1.3	44.0	0.5	1.6	56.0	0.4	0.79	2.4	1.5	1.2	50.0	1.5	1.2	50.0	1.5	1.00
parks	59.6	8.9	28.4	47.6	10.7	31.2	52.4	7.7	0.91	22.2	13.4	11.5	51.6	13.8	10.7	48.4	13.0	1.07
industry	14.8	2.2	5.1	34.6	1.9	9.7	65.4	2.4	0.53	2.4	1.5	2.4	100.0	2.9	0.0	0.0	0.0	--
residential	231.7	34.5	135.0	58.3	51.1	96.7	41.7	23.8	1.40	56.4	34.1	39.9	70.7	48.1	16.5	29.3	20.0	2.41
First Nations govt.	0.0	0.0	0.0	--	0.0	0.0	--	0.0	--	6.2	3.7	2.3	37.7	2.8	3.9	62.3	4.7	0.61
fed./prov. govt.	178.6	26.6	44.0	24.6	16.6	134.6	75.4	33.1	0.33	45.7	27.6	12.4	27.1	14.9	33.3	72.9	40.4	0.37
Transportation																		
transportation corridor	370.0	55.1	86.1	23.3	32.6	283.9	76.7	69.8	0.30	81.3	49.2	35.1	43.2	42.3	46.2	56.8	56.0	0.76
highway/major road	67.9	10.1	23.2	34.2	8.8	44.7	65.8	11.0	0.52	25.9	15.7	13.3	51.3	16.0	12.6	48.7	15.3	1.05
resource road	10.2	1.5	2.5	24.5	0.9	7.7	75.5	1.9	0.32	2.9	1.7	0.0	0.0	0.0	2.9	100.0	3.5	0.00
trail/path	50.1	7.5	12.9	25.7	4.9	37.2	74.3	9.2	0.35	16.9	10.2	4.4	26.0	5.3	12.5	74.0	15.2	0.35
pedestrian/nonmotorized	89.0	13.3	25.9	29.1	9.8	63.1	70.9	15.5	0.41	20.5	12.4	6.6	32.4	8.0	13.8	67.6	16.8	0.48
air	54.1	8.1	2.5	4.7	1.0	51.5	95.3	12.7	0.05	10.6	6.4	0.0	0.0	0.0	10.6	100.0	12.9	0.00
rail	5.0	0.7	2.3	45.7	0.9	2.7	54.3	0.7	0.84	7.9	4.8	1.7	21.7	2.1	6.2	78.3	7.5	0.28
coach/bus	5.5	0.8	2.5	44.5	0.9	3.1	55.5	0.8	0.80	4.8	2.9	1.0	19.8	1.1	3.9	80.2	4.7	0.25
automobile/traffic	152.3	22.7	47.6	31.2	18.0	104.8	68.8	25.8	0.45	49.6	30.0	26.6	53.6	32.1	23.0	46.4	27.9	1.15
ferry	26.4	3.9	0.0	0.0	0.0	26.4	100.0	6.5	0.00	3.9	2.3	0.0	0.0	0.0	3.9	100.0	4.7	0.00
commercial watercraft	51.6	7.7	12.4	24.0	4.7	39.3	76.0	9.7	0.32	5.3	3.2	0.0	0.0	0.0	5.3	100.0	6.4	0.00
pleasure watercraft	62.4	9.3	15.7	25.1	5.9	46.7	74.9	11.5	0.34	3.8	2.3	0.0	0.0	0.0	3.8	100.0	4.6	0.00
Amenity																		
culture/heritage	70.1	10.4	42.3	60.3	16.0	27.8	39.7	6.8	1.52	20.1	12.2	11.4	56.5	13.7	8.8	43.5	10.6	1.30
entertainment	10.8	1.6	5.1	47.5	1.9	5.7	52.5	1.4	0.90	4.3	2.6	3.3	76.7	4.0	1.0	23.3	1.2	3.29
interpretation	14.4	2.2	4.7	32.8	1.8	9.7	67.2	2.4	0.49	6.0	3.6	3.9	64.0	4.6	2.2	36.0	2.6	1.77
recreation	230.2	34.3	91.6	39.8	34.6	138.6	60.2	34.1	0.66	75.7	45.8	31.7	41.8	38.2	44.1	58.2	53.5	0.72
education	29.2	4.4	14.2	48.7	5.4	15.0	51.3	3.7	0.95	15.7	9.5	6.3	40.1	7.6	9.4	59.9	11.4	0.67
access	196.6	29.3	40.4	20.5	15.3	156.2	79.5	38.4	0.26	18.7	11.3	7.0	37.6	8.5	11.7	62.4	14.2	0.60
congestion/crowding	43.2	6.4	26.1	60.3	9.9	17.1	39.7	4.2	1.52	11.5	7.0	4.8	41.7	5.8	6.7	58.3	8.2	0.71
scenic quality	118.3	17.6	28.0	23.7	10.6	90.3	76.3	22.2	0.31	38.1	23.1	13.2	34.7	16.0	24.9	65.3	30.2	0.53
natural scenic quality	55.8	8.3	11.7	20.9	4.4	44.2	79.1	10.9	0.26	16.2	9.8	6.0	37.0	7.2	10.2	63.0	12.4	0.59
environmental quality	197.4	29.4	67.6	34.3	25.6	129.8	65.7	31.9	0.52	52.1	31.5	25.9	49.6	31.2	26.3	50.4	31.9	0.98
water quality	26.8	4.0	9.2	34.4	3.5	17.6	65.6	4.3	0.53	9.9	6.0	6.0	61.0	7.3	3.9	39.0	4.7	1.56
air quality	2.8	0.4	0.0	0.0	0.0	2.8	100.0	0.7	0.00	0.0	0.0	0.0	--	0.0	0.0	--	0.0	--
wildlife/habitat	77.8	11.6	26.0	33.4	9.8	51.8	66.6	12.7	0.50	12.4	7.5	6.1	49.5	7.4	6.3	50.5	7.6	0.98
Overall	670.9	100.0	264.4	39.4	100.0	406.6	60.6	100.0	0.65	165.3	100.0	82.9	50.1	100.0	82.4	49.9	100.0	1.01

The overall summary is interpreted as follows:

Coastal Communities	80.2% of study area policies are in coastal communities (score of 670.9 out of 836.2 in table C.1.). 39.4% of coastal community policies are tourism explicit policies. 60.6% of coastal community policies are tourism implicit policies. There are 1.54 times more tourism implicit than tourism explicit policies (inverse of TRF of 0.65).
Inland Communities	19.8% of study area policies are in inland communities (score of 165.3 out of 836.2 in table C.1.). 50.1% of inland community policies are tourism explicit policies. 49.9% of inland community policies are tourism implicit policies. There is an equal incidence of explicit and implicit policies (TRF of 1.01).

C.3. Coastal and Inland Areas of Coastal Communities

Table C.3. displays the tourism policy content from the perspective of coastal and inland areas of coastal communities in the study area. For example, the data for policies that involve water areas are interpreted as follows:

<u>Coastal Area Policies</u>

Total (T)	50.3% of policies involve water areas.
Tourism Explicit (E)	26.4% of water area policies are tourism explicit policies (%T).
	54.1% of tourism explicit policies involve water areas (%E).
Tourism Implicit (I)	73.6% of water area policies are tourism implicit policies (%T).
	49.0% of tourism implicit policies involve water areas (%I).
Tourism Recognition Factor (TRF)	There are 2.78 times more tourism implicit than tourism explicit policies that involve water areas (inverse of TRF of 0.36).

<u>Inland Area Policies</u>

Total (T)	14.3% of policies involve water areas.
Tourism Explicit (E)	39.9% of water area policies are tourism explicit policies (%T).
	11.2% of tourism explicit policies involve water areas (%E).
Tourism Implicit (I)	60.1% of water area policies are tourism implicit policies (%T).
	17.6% of tourism implicit policies involve water areas (%I).
Tourism Recognition Factor (TRF)	There are 1.52 times more tourism implicit than tourism explicit policies that involve water areas (inverse of TRF of 0.66).

Table C.3. Summary of Tourism Policies for Coastal and Inland Areas of Coastal Communities

POLICY	COASTAL COMMUNITIES																	
TYPE	COASTAL AREA									INLAND AREA								
POLICY	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF
CATEGORY	score	%	score	% T	% E	score	% T	% I	E/I	score	%	score	% T	% E	score	% T	% I	E/I
Area																		
inland	109.8	32.7	45.2	41.2	54.8	64.6	58.8	25.5	0.70	444.1	100.0	227.1	51.1	100.0	217.0	48.9	100.0	1.05
coastal	335.8	100.0	82.5	24.6	100.0	253.3	75.4	100.0	0.33	109.8	24.7	45.2	41.2	19.9	64.6	58.8	29.8	0.70
waterfront	304.8	90.8	80.9	26.5	98.0	223.9	73.5	88.4	0.36	117.5	26.5	49.4	42.0	21.8	68.1	58.0	31.4	0.73
foreshore	229.1	68.2	55.8	24.4	67.6	173.3	75.6	68.4	0.32	69.2	15.6	32.8	47.4	14.4	36.4	52.6	16.8	0.90
water	168.8	50.3	44.6	26.4	54.1	124.2	73.6	49.0	0.36	63.5	14.3	25.3	39.9	11.2	38.2	60.1	17.6	0.66
Land Use																		
land use	335.8	100.0	82.5	24.6	100.0	253.3	75.4	100.0	0.33	437.4	98.5	220.4	50.4	97.0	217.0	49.6	100.0	1.02
allocation/designation	39.3	11.7	21.0	53.4	25.4	18.3	46.6	7.2	1.15	72.4	16.3	33.1	45.8	14.6	39.3	54.2	18.1	0.84
facility/activity design	292.5	87.1	59.3	20.3	71.9	233.2	79.7	92.1	0.25	352.3	79.3	181.6	51.5	80.0	170.7	48.5	78.7	1.06
nonallocation element	15.4	4.6	5.4	35.0	6.5	10.0	65.0	4.0	0.54	39.3	8.9	20.5	52.1	9.0	18.9	47.9	8.7	1.09
Marketing																		
marketing	16.0	4.8	7.4	46.0	8.9	8.6	54.0	3.4	0.85	51.9	11.7	33.9	65.3	14.9	18.0	34.7	8.3	1.88
promotion	4.3	1.3	2.1	48.7	2.5	2.2	51.3	0.9	0.95	27.9	6.3	21.4	76.8	9.4	6.5	23.2	3.0	3.31
positioning	12.3	3.7	5.3	42.8	6.4	7.1	57.2	2.8	0.75	37.7	8.5	24.7	65.4	10.9	13.1	34.6	6.0	1.89
Impact																		
internal on tourism	1.8	0.5	1.8	100.0	2.2	--			--	17.9	4.0	17.9	100.0	7.9	--			--
external on tourism	10.6	3.1	10.6	100.0	12.8	--			--	30.4	6.9	30.4	100.0	13.4	--			--
external from tourism	36.6	10.9	36.6	100.0	44.3	--			--	127.7	28.8	127.7	100.0	56.3	--			--
Cycle																		
tourism cycle	82.5	24.6	82.5	100.0	100.0	--			--	227.1	51.1	227.1	100.0	100.0	--			--
tourism travel	14.7	4.4	14.7	100.0	17.9	--			--	36.2	8.2	36.2	100.0	15.9	--			--
tourism stay	46.3	13.8	46.3	100.0	56.1	--			--	150.7	33.9	150.7	100.0	66.4	--			--
tourism activity	63.8	19.0	63.8	100.0	77.3	--			--	145.5	32.8	145.5	100.0	64.1	--			--

Table C.3. Summary of Tourism Policies for Coastal and Inland Areas of Coastal Communities (cont'd)

POLICY TYPE	COASTAL COMMUNITIES																	
	COASTAL AREA									INLAND AREA								
POLICY	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF	TOTAL (T)		EXPLICIT (E)			IMPLICIT (I)			TRF
CATEGORY	score	%	score	% T	% E	score	% T	% I	E/I	score	%	score	% T	% E	score	% T	% I	E/I
Production Process																		
tourism resource	26.9	8.0	26.9	100.0	32.7		--		--	73.9	16.6	73.9	100.0	32.5		--		--
tourism facility	74.2	22.1	74.2	100.0	90.0		--		--	197.8	44.5	197.8	100.0	87.1		--		--
tourism infrastructure	37.3	11.1	37.3	100.0	45.2		--		--	69.3	15.6	69.3	100.0	30.5		--		--
tourism service	15.1	4.5	15.1	100.0	18.4		--		--	63.9	14.4	63.9	100.0	28.1		--		--
tourism experience	43.2	12.9	43.2	100.0	52.4		--		--	87.2	19.6	87.2	100.0	38.4		--		--
Sector/Govt.																		
resource industry	24.4	7.3	3.5	14.1	4.2	21.0	85.9	8.3	0.16	86.4	19.5	29.7	34.3	13.1	56.7	65.7	26.1	0.52
forestry	7.9	2.3	2.4	30.3	2.9	5.5	69.7	2.2	0.43	54.8	12.3	18.7	34.1	8.2	36.1	65.9	16.6	0.52
mining	0.0	0.0	0.0	--	0.0	0.0	--	0.0	--	8.4	1.9	0.8	10.0	0.4	7.6	90.0	3.5	0.11
fisheries/aquaculture	13.9	4.1	0.0	0.0	0.0	13.9	100.0	5.5	0.00	2.1	0.5	0.0	0.0	0.0	2.1	100.0	1.0	0.00
agriculture	2.3	0.7	2.3	100.0	2.8	0.0	0.0	0.0	--	29.4	6.6	12.6	42.8	5.5	16.8	57.2	7.7	0.75
hydro	1.6	0.5	0.0	0.0	0.0	1.6	100.0	0.6	0.00	2.8	0.6	1.3	44.8	0.6	1.5	55.2	0.7	0.81
parks	21.0	6.3	15.9	75.8	19.3	5.1	24.2	2.0	3.13	47.7	10.7	21.8	45.7	9.6	25.9	54.3	11.9	0.84
industry	11.6	3.4	4.0	34.3	4.8	7.6	65.7	3.0	0.52	3.9	0.9	1.1	29.6	0.5	2.7	70.4	1.2	0.42
residential	85.4	25.4	35.5	41.6	43.0	49.9	58.4	19.7	0.71	185.7	41.8	121.0	65.2	53.3	64.7	34.8	29.8	1.87
First Nations govt.	0.0	0.0	0.0	--	0.0	0.0	--	0.0	--	0.0	0.0	0.0	--	0.0	0.0	--	0.0	--
fed./prov. govt.	89.0	26.5	13.2	14.8	16.0	75.9	85.2	29.9	0.17	109.5	24.7	35.4	32.3	15.6	74.1	67.7	34.1	0.48
Transportation																		
transportation corridor	248.1	73.9	41.1	16.6	49.8	207.0	83.4	81.7	0.20	196.2	44.2	66.7	34.0	29.4	129.5	66.0	59.7	0.51
highway/major road	26.0	7.8	7.8	29.8	9.4	18.3	70.2	7.2	0.43	58.6	13.2	22.0	37.4	9.7	36.7	62.6	16.9	0.60
resource road	1.7	0.5	0.0	0.0	0.0	1.7	100.0	0.7	0.00	10.2	2.3	2.5	24.5	1.1	7.7	75.5	3.6	0.32
trail/path	29.9	8.9	5.1	17.0	6.2	24.9	83.0	9.8	0.20	34.2	7.7	11.7	34.3	5.2	22.5	65.7	10.4	0.52
pedestrian/nonmotorized	47.1	14.0	7.9	16.8	9.6	39.2	83.2	15.5	0.20	64.1	14.4	22.9	35.8	10.1	41.1	64.2	18.9	0.56
air	24.9	7.4	1.7	6.8	2.0	23.2	93.2	9.1	0.07	34.1	7.7	0.8	2.5	0.4	33.3	97.5	15.3	0.03
rail	1.7	0.5	0.0	0.0	0.0	1.7	100.0	0.7	0.00	3.3	0.7	2.3	69.1	1.0	1.0	30.9	0.5	2.24
coach/bus	3.1	0.9	0.0	0.0	0.0	3.1	100.0	1.2	0.00	3.3	0.7	2.5	75.7	1.1	0.8	24.3	0.4	3.11
automobile/traffic	82.8	24.6	15.7	19.0	19.1	67.1	81.0	26.5	0.23	98.7	22.2	42.8	43.3	18.8	56.0	56.7	25.8	0.76
ferry	26.4	7.9	0.0	0.0	0.0	26.4	100.0	10.4	0.00	5.7	1.3	0.0	0.0	0.0	5.7	100.0	2.6	0.00
commercial watercraft	49.1	14.6	12.4	25.2	15.0	36.8	74.8	14.5	0.34	16.0	3.6	7.9	49.0	3.5	8.2	51.0	3.8	0.96
pleasure watercraft	58.9	17.5	14.7	25.0	17.9	44.2	75.0	17.4	0.33	16.3	3.7	9.7	59.2	4.2	6.6	40.8	3.1	1.45
Amenity																		
culture/heritage	13.3	4.0	6.0	44.9	7.2	7.3	55.1	2.9	0.82	66.4	15.0	40.4	60.9	17.8	26.0	39.1	12.0	1.56
entertainment	1.0	0.3	1.0	100.0	1.2	0.0	0.0	0.0	--	9.8	2.2	4.2	42.4	1.8	5.7	57.6	2.6	0.74
interpretation	4.5	1.3	1.3	27.7	1.5	3.3	72.3	1.3	0.38	13.2	3.0	3.5	26.4	1.5	9.7	73.6	4.5	0.36
recreation	107.9	32.1	39.0	36.1	47.3	68.9	63.9	27.2	0.57	163.1	36.7	79.6	48.8	35.0	83.5	51.2	38.5	0.95
education	5.8	1.7	2.5	43.4	3.0	3.3	56.6	1.3	0.77	28.0	6.3	13.0	46.4	5.7	15.0	53.6	6.9	0.87
access	165.4	49.3	29.3	17.7	35.5	136.1	82.3	53.7	0.22	78.6	17.7	24.4	31.0	10.7	54.2	69.0	25.0	0.45
congestion/crowding	16.8	5.0	6.5	38.9	7.9	10.3	61.1	4.0	0.64	32.9	7.4	23.8	72.2	10.5	9.1	27.8	4.2	2.60
scenic quality	63.3	18.8	10.6	16.8	12.9	52.7	83.2	20.8	0.20	80.0	18.0	23.2	29.0	10.2	56.8	71.0	26.2	0.41
natural scenic quality	25.6	7.6	3.2	12.5	3.9	22.4	87.5	8.8	0.14	41.2	9.3	10.7	26.0	4.7	30.5	74.0	14.0	0.35
environmental quality	107.1	31.9	25.4	23.7	30.8	81.7	76.3	32.2	0.31	132.4	29.8	61.1	46.1	26.9	71.4	53.9	32.9	0.86
water quality	13.8	4.1	4.1	29.6	5.0	9.7	70.4	3.8	0.42	21.8	4.9	9.2	42.4	4.1	12.5	57.6	5.8	0.74
air quality	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	--	2.8	0.6	0.0	0.0	0.0	2.8	100.0	1.3	0.00
wildlife/habitat	41.6	12.4	16.0	38.4	19.4	25.6	61.6	10.1	0.62	52.1	11.7	20.6	39.5	9.1	31.5	60.5	14.5	0.65
Overall	335.8	100.0	82.5	24.6	100.0	253.3	75.4	100.0	0.33	444.1	100.0	227.1	51.1	100.0	217.0	48.9	100.0	1.05

The overall summary is interpreted as follows:

Coastal Areas	40.1% of coastal community policies are in coastal areas (score of 335.8 out of 670.9 in table C.2.). 24.6% of coastal area policies are tourism explicit policies. 75.4% of coastal area policies are tourism implicit policies. There are 3.03 times more tourism implicit than tourism explicit policies (inverse of TRF of 0.33).
Inland Areas	66.2% of coastal community policies are in inland areas (score of 444.1 out of 670.9 in table C.2.). 51.1% of inland area policies are tourism explicit policies. 48.9% of inland area policies are tourism implicit policies. There is an equal incidence of explicit and implicit policies (TRF of 1.05).

C.4. Regional Districts and Communities

Table C.4. displays the tourism policy analysis from the perspective of regional districts and communities in the study area. Coastal communities are further categorized into coastal and inland areas. For example, the data for the Capital Regional District includes the sample communities of Victoria, Sooke, and Saanich. For Victoria, the data is interpreted as follows:

Overall Community Policies

Total	4.0% of policies in the study area are in Victoria.
Tourism Recognition Factor (TRF)	There are 1.64 times more tourism explicit than tourism implicit policies in Victoria (TRF of 1.64).

Coastal Area Policies

Tourism Recognition Factor (TRF)	There are 1.28 times more tourism implicit than tourism explicit policies in coastal Victoria (inverse of TRF of 0.78).

Inland Area Policies

Tourism Recognition Factor (TRF)	There are 2.40 times more tourism explicit than tourism implicit policies in inland Victoria (TRF of 2.40).

Table C.4. Summary of Tourism Policies by Regional Districts and Communities

COMMUNITY AND REGIONAL DISTRICT	OVERALL COMMUNITY					COASTAL AREAS			INLAND AREAS		
	TOTAL		EXPLICIT	IMPLICIT	TRF	EXPLICIT	IMPLICIT	TRF	EXPLICIT	IMPLICIT	TRF
	score	%	(E) score	(I) score	E/I	(E) score	(I) score	E/I	(E) score	(I) score	E/I
Victoria	33.1	4.0	20.5	12.5	1.64	8.0	10.3	0.78	13.7	5.7	2.40
EA 'D' Sooke	40.0	4.8	15.5	24.4	0.64	8.9	13.3	0.67	13.3	17.8	0.75
District of Saanich	5.4	0.6	1.8	3.6	0.50	0.0	3.6	0.00	1.8	3.6	0.50
CAPITAL	78.4	9.4	37.9	40.5	0.93	16.9	27.2	0.62	28.8	27.0	1.06
EA 'C' Portion of Rural Comox Valley	15.1	1.8	11.3	3.8	3.00	3.8	3.8	1.00	11.3	0.0	--
Courtenay	6.2	0.7	4.5	1.8	2.50	0.9	0.9	1.00	3.6	1.8	2.00
EA 'D' Oyster Bay/Buttle Lake	14.9	1.8	3.0	11.9	0.25	0.0	10.4	0.00	3.0	10.4	0.29
District of Campbell River	50.9	6.1	8.0	42.9	0.19	3.2	27.0	0.12	8.0	23.9	0.33
COMOX-STRATHCONA	87.1	10.4	26.7	60.4	0.44	7.9	42.1	0.19	25.8	36.1	0.72
Town of Ladysmith	3.5	0.4	2.8	0.7	4.00	1.4	0.7	2.00	1.4	0.0	--
Duncan	1.2	0.1	0.6	0.6	1.00	--	--	--	--	--	--
EA 'I' Youbou/Meade	18.1	2.2	7.6	10.5	0.73	--	--	--	--	--	--
EA 'F' Cowichan Lake South/Skutz Falls	23.9	2.9	9.1	14.8	0.62	3.4	4.6	0.75	9.1	10.3	0.89
EA 'B' Shawnigan Lake	19.7	2.4	2.8	16.9	0.17	--	--	--	--	--	--
COWICHAN VALLEY	66.5	7.9	23.0	43.5	0.53	--	--	--	--	--	--
Chilliwack	14.0	1.7	14.0	0.0	--	--	--	--	--	--	--
EA 'A' North Bend/Boston Bar	2.0	0.2	1.0	1.0	1.00	--	--	--	--	--	--
Abbotsford	27.0	3.2	7.7	19.3	0.40	--	--	--	--	--	--
EA 'F' McConnell Creek/ Hatzic Prairie	2.2	0.3	0.0	2.2	0.00	--	--	--	--	--	--
FRASER VALLEY	45.1	5.4	22.7	22.5	1.01	--	--	--	--	--	--

Table C.4. Summary of Tourism Policies by Regional Districts and Communities (cont'd)

COMMUNITY	OVERALL COMMUNITY					COASTAL AREAS			INLAND AREAS		
AND	TOTAL		EXPLICIT	IMPLICIT	TRF	EXPLICIT	IMPLICIT	TRF	EXPLICIT	IMPLICIT	TRF
REGIONAL DISTRICT	score	%	(E) score	(I) score	E/I	(E) score	(I) score	E/I	(E) score	(I) score	E/I
Vancouver	14.3	1.7	6.1	8.2	0.75	4.1	2.0	2.00	4.1	6.1	0.67
District of Delta	35.5	4.2	12.9	22.6	0.57	3.2	16.2	0.20	12.9	9.7	1.33
Surrey	25.0	3.0	8.3	16.7	0.50	0.0	4.2	0.00	8.3	16.7	0.50
Village of Belcarra	3.7	0.4	0.0	3.7	0.00	0.0	3.2	0.00	0.0	1.1	0.00
GREATER VANCOUVER	78.5	9.4	27.4	51.2	0.54	7.3	25.5	0.29	25.3	33.6	0.76
EA 'G' Outer Gulf Islands	101.8	12.2	38.2	63.6	0.60	6.4	44.5	0.14	35.0	27.6	1.27
EA 'F' Saltspring Island	60.7	7.3	22.4	38.3	0.59	0.0	25.1	0.00	22.4	14.5	1.55
EA 'B' Gabriola Island	30.0	3.6	7.9	22.1	0.36	1.6	12.6	0.13	7.1	10.3	0.69
EA 'E' Lasqueti Island	8.8	1.1	0.0	8.8	0.00	0.0	6.3	0.00	0.0	3.2	0.00
ISLANDS TRUST	201.3	24.1	68.5	132.8	0.52	7.9	88.5	0.09	64.5	55.5	1.16
Nanaimo	28.7	3.4	11.8	16.9	0.70	8.5	13.5	0.63	5.1	3.4	1.50
Parksville	6.6	0.8	2.5	4.2	0.60	0.0	4.2	0.00	2.5	0.0	--
EA 'H' Shaw Hill/Deep Bay	21.4	2.6	7.1	14.3	0.50	1.0	7.1	0.14	7.1	9.2	0.78
EA 'C' Arrowsmith Benson/Cranberry Bright	13.1	1.6	4.0	9.1	0.44	--	--	--	--	--	--
NANAIMO	69.9	8.4	25.5	44.4	0.57	--	--	--	--	--	--
EA 'C' Portion of Southern RD	14.6	1.7	6.2	8.3	0.75	1.0	7.3	0.14	6.2	2.1	3.00
District of Powell River	17.1	2.0	6.7	10.5	0.64	3.8	6.7	0.57	3.8	5.7	0.67
EA 'D' Texada Island	25.2	3.0	8.4	16.8	0.50	1.7	9.2	0.18	7.6	11.8	0.64
POWELL RIVER	56.9	6.8	21.3	35.6	0.60	6.5	23.2	0.28	17.6	19.5	0.90
District of Squamish	17.5	2.1	12.5	5.0	2.50	3.8	0.0	--	11.3	5.0	2.25
District of Whistler	57.3	6.9	40.3	17.1	2.36	--	--	--	--	--	--
Village of Pemberton	3.0	0.4	2.0	1.0	2.00	--	--	--	--	--	--
EA 'D' Whistler South	7.7	0.9	2.9	4.8	0.60	--	--	--	--	--	--
SQUAMISH-LILLOOET	85.5	10.2	57.6	27.9	2.07	--	--	--	--	--	--
EA 'B' Halfmoon Bay	15.5	1.9	12.2	3.3	3.67	5.6	2.2	2.50	8.9	1.1	8.00
EA 'A' Egmont/Pender Harbour	28.8	3.4	17.5	11.3	1.56	8.8	6.3	1.40	16.3	7.5	2.17
Town of Gibsons	6.1	0.7	2.4	3.7	0.67	1.8	3.7	0.50	0.6	0.6	1.00
District of Sechelt	16.6	2.0	4.6	12.0	0.38	1.8	4.6	0.40	2.8	8.3	0.33
SUNSHINE COAST	67.0	8.0	36.8	30.2	1.22	18.0	16.7	1.07	28.5	17.5	1.63
Overall	836.2	100.0	347.3	489.0	0.71	82.5	253.3	0.33	227.1	217.0	1.05

The overall tourism recognition summary is interpreted as follows:

Overall Community Policies

There are 1.41 times more tourism implicit than tourism explicit policies in the study area (inverse of TRF of 0.71).

Coastal Area Policies

There are 3.03 times more tourism implicit than tourism explicit policies in coastal areas of coastal communities (inverse of TRF of 0.33).

Inland Area Policies

There is an equal incidence of explicit and implicit policies in inland areas of coastal communities (1.05).

Appendix D: Policy and Coding Data

Table D.1. Tourism Policy and Category Database

							POLICY CATEGORY																																																						
							area					land use				market			impact			cycle				process					sector/govt.											transportation												amenity												
REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Capital	District of Saanich	1.79	maintain the visual amenities of urban and rural shoreline areas	cooperate with the prov. Capital Commission to enhance the scenic resources along capital ways		x	x	x	x			x		x																											x	x	x							x											x					
Capital	District of Saanich	1.79	maintain visual amenities of urban and rural areas, particularly the shoreline	review and expand the Scenic Access Corridor Study to include major transportation corridors in consultation with the Prov. Capital Commission		x	x	x	x			x		x	x																										x	x	x							x									x		x					
Capital	District of Saanich	1.79	strengthen neighborhood and village commercial centers	support tourist related facilities, including all types of accommodation and visitor attractions compatible with environmental factors and the neighborhood		x	x					x		x							x	x		x	x		x												x																							x			
Capital	Electoral Area 'D' Sooke	2.22	encourage well-designed development on commercial land that is in harmony with adjacent land uses	consider the compatibility with adjacent land and water uses, impact of access points, and the adequacy of infrastructure facilities in proposals within the destination resort and media village		x	x	x	x	x	x	x		x							x	x	x	x			x	x														x																		x							
Capital	Electoral Area 'D' Sooke	2.22	encourage well-designed development on commercial land that is in harmony with adjacent land uses	support marinas, commercial resorts, motels, lodges, campsites, parks, and recreation in conjunction with media entertainment as primary uses in the destination resort and media village area		x	x	x	x	x		x		x							x	x		x	x		x			x							x															x	x			x									
Capital	Electoral Area 'D' Sooke	2.22	provide for a variety of opportunities on commercial land	support marinas, commercial resorts, motels, lodges, campsites, parks, and recreation as primary uses in commercial recreation areas		x	x	x	x	x		x	x									x		x	x		x			x							x															x	x			x									
Capital	Electoral Area 'D' Sooke	2.22	ensure the protection of marine shorelands with policies that are responsive to natural physical processes	limit fill material to erosion prevention purposes to preserve natural landscapes and scenic quality		x	x	x	x	x		x		x																																															x	x	x			
Capital	Electoral Area 'D' Sooke	2.22	encourage well-designed development on commercial land that is in harmony with adjacent land uses	consider the compatibility with adjacent land and water uses, impact of access points, and the adequacy of infrastructure facilities in proposals for commercial recreation uses		x	x	x	x	x	x	x		x																												x														x		x							

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Table D.1. Tourism Policy and Category Database

							POLICY CATEGORY																																																											
							area					land use				market			impact			cycle				process					sector/govt.											transportation												amenity												
REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Capital	Electoral Area 'D' Sooke	2.22	ensure the protection of marine shorelands with policies that are responsive to natural physical processes	encourage improvements for public access to the shore through future development of adjacent upland areas		x	x	x	x	x		x		x																												x																	x							
Capital	Electoral Area 'D' Sooke	2.22	provide for a diversity of tourist commercial development in the harbor, basin, and inlet	support tourist commercial uses provided that public waterfront access is not obstructed		x		x	x			x		x							x	x			x		x	x														x																	x							
Capital	Electoral Area 'D' Sooke	2.22	provide community-based guidelines to maintain the character of the harbor, basin, and inlet	encourage MELP to ensure that foreshore-abutting dedicated road ends be left free of foreshore leases to provide for public access		x		x	x	x		x		x																											x	x																	x							
Capital	Electoral Area 'D' Sooke	2.22	provide convenient public access to the harbor and basin	acquire land for waterfront parks with boat launching facilities		x		x	x	x	x	x		x																												x								x			x						x							
Capital	Electoral Area 'D' Sooke	2.22	provide for a variety of opportunities on commercial land	provide for public waterfront access wherever possible		x		x	x			x		x																												x																	x							
Capital	Electoral Area 'D' Sooke	2.22	encourage well-designed development on commercial land that is in harmony with adjacent land uses	consider the development of country inns for the traveling public on large parcels of land provided that health requirements for sewage disposal and water supply are met		x	x					x		x							x	x		x		x	x	x																																		x	x		
Capital	Electoral Area 'D' Sooke	2.22	encourage well-designed development on commercial land that is in harmony with adjacent land uses	support the development of a high quality destination resort and media village that complements the natural attractive features of the community		x	x					x		x							x	x		x			x	x																																x	x	x			
Capital	Electoral Area 'D' Sooke	2.22	encourage well-designed development on commercial land that is in harmony with adjacent land uses	minimize the increased traffic impact on Sooke River Road from the destination resort and media village		x	x					x		x							x	x	x				x	x														x								x										x						
Capital	Electoral Area 'D' Sooke	2.22	ensure the protection of existing wildlife habitats	encourage passive recreation in designated wildlife habitats on park lands		x	x					x	x																								x									x										x					x			x
Capital	Electoral Area 'D' Sooke	2.22	provide for a variety of opportunities on commercial land	support low density residential, agriculture, and outdoor recreation use that is compatible with the environment in open space and recreation areas (e.g. parks, golf courses, and country and riding clubs)		x	x					x	x																		x				x				x																			x					x			
Capital	Electoral Area 'D' Sooke	2.22	develop a system of regional parks to meet the needs of residents	develop separate areas for motorized and nonmotorized recreation		x	x					x		x																							x		x							x										x									

Appendix D: Policy and Coding Data

Table D.1. Tourism Policy and Category Database

							POLICY CATEGORY																																																											
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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	fery	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Capital	Electoral Area 'D' Sooke	2.22	encourage small-scale resource protection	support forestry, mining, and outdoor recreation as primary uses on forest land		x	x					x	x																		x	x	x								x																x									
Capital	Electoral Area 'D' Sooke	2.22	promote a diversity of residential opportunities	support forestry, regional and prov. parks, outdoor recreation, and water supply as primary uses in upland-watershed areas		x	x					x	x																		x	x					x		x		x																x									
Capital	Victoria	1.14	recognize the increasing importance of visitors to the economy and encourage the expansion and diversification of services to visitors	work with the prov. govt. to improve transportation links with the remainder of the island, Vancouver, and Seattle		x	x	x	x	x	x	x		x						x	x	x	x				x	x														x	x																								
Capital	Victoria	1.14	establish policies that manage the development of human activities to enhance character and form	respect natural surroundings such as the waterfront, skylines, distinctive trees, vistas, and topographical features in new developments		x	x	x	x			x		x																																													x	x	x			x
Capital	Victoria	1.14	define and conserve public view corridors to the Olympic mountains, Parliament buildings, inner harbor causeway, and the harbor entrance	compile an inventory of important natural areas and shoreline features, vistas, and view windows to be identified in local plans		x	x	x	x	x	x	x	x		x																																												x	x				
Capital	Victoria	1.14	establish policies that manage the development of human activities to enhance character and form	seek public access to significant natural features such as the waterfront and hilltops where panoramic views can be obtained		x	x	x	x			x		x																												x																	x		x					
Capital	Victoria	1.14	enhance tourist services and facilities along the waterfront	improve visitor information services in key locations, especially the inner harbor		x		x	x			x			x	x	x						x			x				x																																					
Capital	Victoria	1.14	preserve the harbor's cultural heritage and the city's marine heritage	enhance the cultural and marine heritage significance and visitor-oriented character of the inner harbor waterfront, and integrate the harbor with the old town through zoning and development permits		x		x	x			x		x		x		x				x		x	x					x																								x												
Capital	Victoria	1.14	recognize the increasing importance of visitors to the economy and encourage the expansion and diversification of services to visitors	work with the fed. govt. to improve the reception of cruise ship passengers at Ogden Point		x		x	x	x	x	x		x	x	x		x	x		x	x	x	x	x				x												x											x															

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Capital	Victoria	1.14	encourage the establishment of industry that is environmentally compatible with adjacent residential and tourist-oriented development	accommodate marine industry and services which are supportive of the working harbor		x		x	x	x	x	x		x						x	x	x		x	x		x											x	x																										x			
Capital	Victoria	1.14	enhance tourist services and facilities along the waterfront	expand and improve public waterfront access, including vista points at key locations		x		x	x			x		x								x			x		x	x															x																			x		x					
Capital	Victoria	1.14	provide a broad land use policy framework	permit residential and marine service uses in visitor services areas in addition to visitor accommodation and its associated services and transportation facilities		x		x	x	x	x	x	x									x	x	x	x		x	x	x									x	x			x																											
Capital	Victoria	1.14	ensure shoreline uses that are compatible with the safe operation of harbor traffic	work with senior govt. to discourage shoreline uses that are incompatible with the safe operation of ferries and float planes		x		x	x	x	x	x		x																											x	x					x				x	x															
Capital	Victoria	1.14	improve frequency, cost, and convenience of downtown-to-downtown Victoria/Vancouver/Seattle air service	work with Transport Canada to determine the capacity of the inner harbor as a float plane docking area and improve airport bus service from downtown		x		x	x	x	x	x		x																											x	x					x		x																		
Capital	Victoria	1.14	improve public access and interest in the entire outer harbor shoreline	secure by easement or acquisition, the remaining land required to link public access from Lime Bay to the Esquimalt Estuary		x		x	x	x		x		x																												x																	x							
Capital	Victoria	1.14	improve Victoria/Vancouver/Port Angeles/Seattle ferry service	work with the fed. govt. and the prov. Capital Commission to establish an integrated terminal facility at the inner harbor to accommodate present and future ferries		x		x	x	x	x	x		x																											x	x								x	x	x															
Capital	Victoria	1.14	improve Victoria/Vancouver/Port Angeles/Seattle ferry service	work with BC Ferries and BC Transit to improve passenger service to Vancouver, with particular emphasis on foot-passenger service, including improved transit service to ferries		x		x	x	x	x	x		x																											x	x				x			x		x	x															
Capital	Victoria	1.14	revitalize the underused waterfront in the working harbor, securing public access wherever feasible	acquire land to serve public access and protect shoreline areas, and to connect gaps in the present waterfront pathway and park system		x		x	x			x		x																												x			x	x															x							

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Capital	Victoria	1.14	encourage partnerships which market arts and culture activity to potential tourists	establish a task force to explore promotion of the city as an arts and culture destination, and as a festival city		x	x									x	x	x				x			x				x																									x	x											
Capital	Victoria	1.14	enhance the city of gardens image for downtown and improve public facilities for residents and tourists	work with the private sector to improve directional signs, information maps, and kiosks		x	x					x		x	x	x	x	x				x			x		x		x										x																												
Capital	Victoria	1.14	expand the existing limited rail system with emphasis on commuter and tourist services	encourage VIA Rail to actively promote increased use of rail transportation		x	x									x	x					x	x				x	x	x													x						x																			
Capital	Victoria	1.14	improve parking availability and accessibility within downtown for shoppers, tourists, and residents	support parking programs to encourage shoppers to downtown		x	x					x		x		x	x					x			x		x	x	x										x			x								x									x	x						
Capital	Victoria	1.14	promote the downtown as the primary center of business, retail activity, art, tourism, and culture	strengthen relationships with and support those organizations that help reinforce a vital downtown		x	x					x			x	x	x	x	x	x	x	x		x	x		x		x										x															x												
Capital	Victoria	1.14	recognize the increasing importance of visitors to the economy and encourage the expansion and diversification of services to visitors	work with the prov. govt. to improve promotion marketing of the city as a visitor destination, enhance the leisure center complex to serve both tourists and residents, and expand and improve standards of visitor service		x	x					x		x	x	x	x	x	x	x	x	x		x	x		x		x										x		x																									
Capital	Victoria	1.14	recognize the increasing importance of visitors to the economy and encourage the expansion and diversification of services to visitors	work with the business community to extend hospitality to tourists and market the unique character and quality of service		x	x									x	x		x		x	x		x					x																																					
Capital	Victoria	1.14	remain the primary center of business, retail activity, arts, retirement, tourism, and culture on Vancouver Island	persuade metropolitan Victoria municipalities to avoid the decentralization of activities vital to the city's survival as the primary center		x	x					x		x		x		x		x		x		x	x		x		x										x															x												
Capital	Victoria	1.14	recognize the critical importance of the city's physical environment and continue to enhance its quality	enhance and promote those elements which contribute to environmental quality for tourism, retirement, and industrial development		x	x					x		x						x		x		x	x		x	x										x	x																								x			
Capital	Victoria	1.14	expand the existing limited rail system with emphasis on commuter and tourist services	work with Transport Canada to encourage the retention of established rail rights of way in a manner that will not compromise future transportation options		x	x					x		x							x	x	x			x	x	x													x	x						x																			

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REGIONAL DISTRICT	**COMMUNITY**	**SCORE**	**POLICY OBJECTIVE**	**POLICY INSTRUMENT**	**inland community**	**coastal community**	**inland**	**coastal**	**waterfront**	**foreshore**	**water**	**land use**	**allocation/designation**	**facility/activity design**	**nonallocation element**	**marketing**	**promotion**	**positioning**	**internal on tourism**	**external on tourism**	**external from tourism**	**tourism cycle**	**tourism travel**	**tourism stay**	**tourism activity**	**tourism resource**	**tourism facility**	**tourism infrastructure**	**tourism service**	**tourism experience**	**resource industry**	**forestry**	**mining**	**fisheries/aquaculture**	**agriculture**	**hydro**	**parks**	**industry**	**residential**	**First Nations govt.**	**fed./prov. govt.**	**transportation corridor**	**highway/major road**	**resource road**	**trail/path**	**pedestrian/nonmotorized**	**air**	**rail**	**coach/bus**	**automobile/traffic**	**ferry**	**commercial watercraft**	**pleasure watercraft**	**culture/heritage**	**entertainment**	**interpretation**	**recreation**	**education**	**access**	**congestion/crowding**	**scenic quality**	**natural scenic quality**	**environmental quality**	**water quality**	**air quality**	**wildlife/habitat**
Capital	Victoria	1.14	recognize the increasing importance of visitors to the economy and encourage the expansion and diversification of services to visitors	work with the RD to maintain and improve the region's unique scenic landscape		x	x					x		x						x		x	x	x	x				x																																x	x				
Capital	Victoria	1.14	conserve natural and built heritage resources	work with local heritage groups to promote public awareness of heritage conservation through walking tours, interpretive programs, or other means		x	x					x			x	x	x																						x			x				x								x		x		x								
Capital	Victoria	1.14	promote the harbor as a multi-modal transportation center	work with senior govt. to promote the establishment of a heliport at Shoal Point		x	x					x		x																											x	x					x																			
Comox-Strathcona	Courtenay	0.89	reinforce the waterfront and open space role of the river, and to facilitate pedestrian access to the waterfront	acquire land or obtain easements to directly abut the riverway walkway to the foreshore of the river and estuary		x	x	x	x	x		x		x																												x			x	x													x							
Comox-Strathcona	Courtenay	0.89	accommodate an increase in resident and tourist use of the marina area	consider expansion of the land surrounding the marina		x		x	x	x		x	x									x			x	x													x													x	x													
Comox-Strathcona	Courtenay	0.89	create a lively and tourist-oriented environment and promote visual interest and views of the waterfront	encourage a broad mix of uses along the riverfront with a clustering and articulation of buildings		x	x		x			x		x		x	x					x		x	x		x																																		x					
Comox-Strathcona	Courtenay	0.89	provide suitable land areas for commercial and light industrial activities to provide local job opportunities and broaden the tax base	support convenience retailing and food services, and tourist accommodation and support services in service commercial areas		x	x					x	x								x	x		x	x	x	x		x										x																											
Comox-Strathcona	Courtenay	0.89	recognize and maintain the unique rural characteristics of the community in growth management	separate tourist accommodation uses from other service commercial development through screening requirements for development permits		x	x					x		x							x	x		x			x																											x							x					
Comox-Strathcona	Courtenay	0.89	reinforce the waterfront and open space role of the river, and to facilitate pedestrian access to the waterfront	link tourist-oriented development in the downtown area to the riverway system by walkway and bikeway		x	x		x			x		x								x			x		x	x														x			x	x													x							
Comox-Strathcona	Courtenay	0.89	improve viewpoints and public access to the river	link the downtown, lagoon, and greenbelt complex in a continuous linear riverway walkway utilizing the former logging right of way or a parallel strip along the shoreline		x	x		x			x		x																	x	x										x			x	x													x		x					

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Comox-Strathcona	District of Campbell River	1.59	minimize conflicts between neighboring residential uses and commercial uses	require all tourism development to meet the same criteria as multifamily housing, notably provision for public waterfront access, setbacks and screening from adjacent properties and major roads, and view protection		x	x	x	x			x		x							x	x		x			x	x											x			x	x							x									x		x					
Comox-Strathcona	District of Campbell River	1.59	minimize conflicts between neighboring residential uses and commercial uses	consider rezoning applications for tourism commercial uses for limited facility accommodation along the river, full service hotels and resorts in the downtown waterfront and estuary, and motels and RV facilities along the South Island Hwy.		x	x	x	x			x		x						x	x	x		x		x	x												x			x	x							x																
Comox-Strathcona	District of Campbell River	1.59	increase public awareness about existing ESAs, reefs, shoals, active stewardship, or restoration activities	implement an interpretive program using signage, other media, or guided tours		x	x	x			x	x		x	x	x	x																																							x		x					x			x
Comox-Strathcona	District of Campbell River	1.59	improve the visual aspect of the waterfront	encourage BC Hydro to remove power lines and poles		x	x	x	x			x		x																	x					x																									x					
Comox-Strathcona	District of Campbell River	1.59	recognize public access and a continuous walkway along the entire shoreline as a fundamental feature of the waterfront	extend a public waterfront walkway through North Campbell River and improve access for passive recreational purposes, notably at undeveloped road ends		x	x	x	x			x		x																												x			x	x											x		x							
Comox-Strathcona	District of Campbell River	1.59	recognize public access and a continuous walkway along the entire shoreline as a fundamental feature of the waterfront	limit commercial development south of the Ocean Shores project to existing boat rental and launching concessions provided that public access is assured		x	x	x	x	x	x	x		x																												x			x	x				x			x						x							
Comox-Strathcona	District of Campbell River	1.59	recognize public access and a continuous walkway along the entire shoreline as a fundamental feature of the waterfront	acquire waterfront property and/or protect the right of public access along the waterfront through development cost charges, easements, or rights of way		x	x	x	x			x		x																												x			x	x													x							
Comox-Strathcona	District of Campbell River	1.59	reduce conflicts with environmental conditions in and along the foreshore	balance public access against potential damage to the reef		x		x	x	x	x	x		x																												x																	x				x			x

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Comox-Strathcona	District of Campbell River	1.59	reduce conflicts with environmental conditions in and along the river	permit only upland uses that support the sensitivity of the foreshore environment and benefit from the area's scenic values		x		x	x	x		x		x																																																			x	x	x			x
Comox-Strathcona	District of Campbell River	1.59	consider quiet enjoyment and contemplation activities in waterfront development	emphasize natural visual resources and character of the area in all downtown development with frontage on the water		x		x	x			x		x																																																			x	x				
Comox-Strathcona	District of Campbell River	1.59	control the major infrastructure components that support air transportation	recognize float plane operations in the vicinity of Tyee Spit as a legitimate activity		x		x	x	x	x	x		x																													x					x																					
Comox-Strathcona	District of Campbell River	1.59	enable more people to enjoy the waterfront and complement commercial development	provide a broader range of recreational opportunities around the fishing pier, foreshore park, and leading into Discovery Marina		x		x	x	x	x	x	x																																								x	x				x									
Comox-Strathcona	District of Campbell River	1.59	ensure public access to the water	consider major improvements to boat ramps along the foreshore		x		x	x	x	x	x		x																													x								x			x						x							
Comox-Strathcona	District of Campbell River	1.59	ensure public access to the water	require development permits in consideration of public access above the high water mark for properties abutting the waterfront in the downtown area		x		x	x			x		x																													x																	x							
Comox-Strathcona	District of Campbell River	1.59	recognize public access and a continuous walkway along the entire shoreline as a fundamental feature of the waterfront	provide for public access to the foreshore and to viewpoints at Middle Point in all developments		x		x	x	x		x		x																													x			x	x													x		x					
Comox-Strathcona	District of Campbell River	1.59	recognize public access and a continuous walkway along the entire shoreline as a fundamental feature of the waterfront	ensure sufficient upland to accommodate parking needs where access to the foreshore is expanded		x		x	x	x		x		x																													x								x									x							
Comox-Strathcona	District of Campbell River	1.59	recognize public access and a continuous walkway along the entire shoreline as a fundamental feature of the waterfront	do not permit any development within 15m of the high water mark in Middle Bay and Duncan Bay except to provide access to the water		x		x	x	x	x	x		x																													x			x	x													x							
Comox-Strathcona	District of Campbell River	1.59	support commercial, industrial, and recreational marine transportation activities	ensure that a network of safe recreational boat launch facilities will exist throughout the waterfront area		x		x	x	x	x	x		x																													x								x			x				x									

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Comox-Strathcona	District of Campbell River	1.59	support commercial, industrial, and recreational marine transportation activities	provide for future opportunities that include pocket cruise amenities and ferry service to other destinations		x		x	x	x	x	x		x																												x									x	x					x									
Comox-Strathcona	District of Campbell River	1.59	manage rural resources in the rural/urban interface	encourage forest operators to utilize signage and other sources to describe management techniques with representative silviculture practices observable to residents and visitors		x	x					x		x	x	x	x					x	x						x		x	x							x																			x			x	x				
Comox-Strathcona	District of Campbell River	1.59	recognize that the district has a cultural and industrial heritage that is important for both the local community and for its tourism potential	identify areas of historic interest and opportunities for heritage interpretation		x	x					x	x		x	x		x		x		x			x		x		x	x									x															x		x		x								
Comox-Strathcona	District of Campbell River	1.59	manage the provision of public parking to ensure the continued viability of the downtown area	develop a parking plan which provides effective directional signage for the benefit of visitors		x	x					x		x								x	x		x		x	x	x													x								x																
Comox-Strathcona	District of Campbell River	1.59	control the major infrastructure components that support air transportation	work with all parties in air transportation to ensure that the district becomes an important regional air terminus		x	x					x		x		x		x																							x	x					x																		
Comox-Strathcona	District of Campbell River	1.59	control the major infrastructure components that support air transportation	recognize that the South Island Hwy. is a scenic route into the downtown area		x	x					x	x																													x	x							x											x					
Comox-Strathcona	District of Campbell River	1.59	control the major infrastructure components that support air transportation	permit intermittent helipad use and access to the downtown area from Tyee Spit until an alternate site is located		x	x					x		x																												x					x												x							
Comox-Strathcona	District of Campbell River	1.59	control the major infrastructure components that support air transportation	discourage the creation of new specialized aviation sites		x	x					x		x																												x					x																		
Comox-Strathcona	District of Campbell River	1.59	manage rural resources in the rural/urban interface	visually screen all industrial resource activities from any public road or highway with a leave strip or buffer of vegetation		x	x					x		x																	x											x	x							x											x	x				
Comox-Strathcona	District of Campbell River	1.59	manage rural resources in the rural/urban interface	encourage MOF to manage the working forest visible to the settled areas of the watersheds as visually sensitive areas		x	x					x		x																	x	x									x																					x	x				

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Table D.1. Tourism Policy and Category Database

REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT			POLICY CATEGORY																																																							
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Comox-Strathcona	District of Campbell River	1.59	manage rural resources in the rural/urban interface	review visually sensitive areas to reflect areas which would be negatively impacted by insensitive forestry or land development activity		x	x					x		x	x																x	x																													x	x				
Comox-Strathcona	District of Campbell River	1.59	minimize conflicts between neighboring residential uses and commercial uses	do not support new pub licenses and gaming facilities in the Painter Barclay area or along the river		x	x		x			x		x																									x																x											
Comox-Strathcona	District of Campbell River	1.59	preserve views along transportation corridors	require development permits in consideration of view corridors for hwy. travelers for properties fronting onto the island highway		x	x					x		x																												x	x							x												x					
Comox-Strathcona	District of Campbell River	1.59	promote cooperation to keep transportation conflicts to a minimum	do not permit development which relies on forest roads for access		x	x					x		x																	x	x										x		x						x									x							
Comox-Strathcona	Electoral Area 'C' Rural Comox Valley	1.89	encourage and support the area's tourist recreational potential, provided uses are compatible with resource and settlement patterns	locate tourist facilities and services to consider compatibility with other land and water uses, provision for buffering and screening, public waterfront access, and water supply and liquid waste management		x	x	x	x	x	x	x		x							x	x		x	x		x	x		x												x															x		x		x		x	x		
Comox-Strathcona	Electoral Area 'C' Rural Comox Valley	1.89	identify appropriate land use in coastal areas	permit tourist services in the coastal area tied to upland tourist services only		x	x	x	x	x	x	x		x								x		x	x		x																																								
Comox-Strathcona	Electoral Area 'C' Rural Comox Valley	1.89	improve public waterfront access	encourage MOFish to require aquaculture applicants to provide for public access to the foreshore when considering leases		x		x	x	x	x	x		x																	x			x							x	x																	x							
Comox-Strathcona	Electoral Area 'C' Rural Comox Valley	1.89	improve public waterfront access	acquire privately-owned uplands adjacent to the foreshore for public open space through donation or purchase		x		x	x	x		x		x																												x																	x							
Comox-Strathcona	Electoral Area 'C' Rural Comox Valley	1.89	direct highway commercial development to rural settlement areas	do not locate further tourist facilities and services along the island highway		x	x					x		x								x	x	x			x	x														x	x							x																	
Comox-Strathcona	Electoral Area 'C' Rural Comox Valley	1.89	direct highway commercial development to rural settlement areas	locate tourist facilities and services at existing resorts		x	x					x		x								x		x			x	x														x	x							x																	

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Comox-Strathcona	Electoral Area 'C' Rural Comox Valley	1.89	encourage and support the area's tourist recreational potential, provided uses are compatible with resource and settlement patterns	locate tourist facilities and services to consider mitigation of traffic impacts in residential areas and the provision of adequate transportation links, access, and parking		x	x					x		x							x	x	x	x	x		x	x	x	x									x			x								x							x		x	x						
Comox-Strathcona	Electoral Area 'C' Rural Comox Valley	1.89	encourage and support the area's tourist recreational potential, provided uses are compatible with resource and settlement patterns	permit ecotourism and destination tourism uses such as farm experiences within the ALR if the Agricultural Land Commission supports the use		x	x					x		x							x	x			x	x	x		x	x	x				x						x															x	x	x								
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	ensure housing developments are designed to minimize disturbance of existing rural landscapes to retain rural character and natural resource systems	provide pedestrian links and linear parkways including safe public access to waterways		x	x	x	x	x	x	x		x																									x			x				x								x					x				x			
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	support tourist commercial development associated with the natural amenities and features of the area	require commercial sites to provide public waterfront access		x	x	x	x			x		x																												x																	x				x			
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	create a network of multi-use trails to reduce motor vehicle dependency and provide recreational opportunities both inland and along waterways	encourage the extension of the Vancouver Island recreation corridor provided it does not allow motorized transportation such as dirt bikes and all terrain vehicles		x	x	x	x			x		x																												x			x	x											x									
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	create a network of pedestrian, equestrian, and bicycle paths to encourage nonvehicular travel and recreational opportunities both inland and along waterways	encourage signs identifying public access to the shoreline, with parking and walking paths at access points		x	x	x	x	x		x		x																												x			x	x				x							x		x							
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	maximize public access to the Strait of Georgia, lakes, and watercourses	provide opportunities to access waterfront areas, including a public boat launch, as part of the parks and open space network		x	x	x	x	x	x	x		x																												x								x			x						x							
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	minimize the number of accesses and intersections on the island highway and other major roads	work with the RD and the community ways to remove the island highway as a barrier to the Strait of Georgia foreshore area		x	x	x	x	x		x		x																									x			x	x							x									x							
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	identify and maintain ESAs appropriate for public recreational use	encourage agreements to permit public access around any development that extends below the high water mark		x		x	x	x		x		x																											x	x															x		x				x			x

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Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	encourage land uses in the ALR which assist the individual farmer	encourage farm markets, bed and breakfast operations, and other tourist developments which promote the farm experience		x	x					x	x			x	x	x			x	x		x	x	x	x			x	x				x																																				
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	ensure that commercial development retains a rural flavor, reflects community values, and does not harm the natural environment	ensure that bed and breakfast operations and equestrian centers do not disrupt the residential or rural nature of the area		x	x					x		x							x	x		x	x		x												x															x									x			
Comox-Strathcona	Electoral Area 'D' Oyster Bay/Buttle Lk.	1.49	minimize interference with stream water quality and quantity	recognize the scenic and recreational values of water		x	x				x	x		x																																											x				x	x	x	x		
Cowichan Valley	Duncan	0.62	protect and enhance existing valued qualities, while allowing managed change in pursuit of a better place to live, work, and enjoy	recognize bicycles as part of the overall transportation system to serve both residents and tourists	x		x					x		x								x	x		x		x	x		x									x			x				x																						
Cowichan Valley	Duncan	0.62	protect and enhance existing valued qualities, while allowing managed change in pursuit of a better place to live, work, and enjoy	expand the linear open space along the Cowichan River for recreation	x		x		x			x	x																																												x									
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	permit the development of lands for tourist recreation providing the site is adequately serviced by a potable water source, sewage disposal system, and off-street parking	x		x					x		x							x	x		x	x	x	x	x		x												x								x							x							x	x		
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	permit the development of lands for tourist recreation providing the proposed use does not generate excessive traffic on minor roads, affect existing views more than residential use, or reduce public access to the water	x		x		x		x	x		x							x	x			x	x	x	x		x									x			x								x							x		x	x	x		x			
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	preserve the natural qualities and recreational amenities of land and water areas, especially Shawnigan Lake	discourage new commercial moorage facilities and marinas on Shawnigan Lake unless facilities are small in scale, will not significantly increase lake traffic, or have a detrimental effect on lake ecology or water quality	x		x		x		x	x		x																												x										x	x				x			x			x	x		x

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Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	maintain wetlands and marshlands as wildlife habitats and allow only low impact recreational or educational activities	x		x					x	x																																	x											x	x					x			x
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	secure properties adjacent to the Koksilah River for low intensity, passive recreation	x		x		x			x	x																																	x											x						x			x
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	design and site forestry or mining operations to minimize noise, visual, and environmental impact	x		x					x		x																	x	x	x								x																x				x	x	x			
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	preserve the natural qualities and recreational amenities of land and water areas, especially Shawnigan Lake	encourage the RCMP to enforce the water surface regulations of Transport Canada to control waterskiing, aircraft operations, and reckless boating	x		x		x		x	x			x																										x	x					x						x				x									
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote improvements to the transportation system for all modes of travel, specifically to provide ease of access for travelers while preserving the amenities of residential areas	encourage the development of pedestrian trails for public access to beaches, parks, and other areas of interest toward the establishment of a comprehensive recreational trail system throughout the district	x		x		x			x		x																									x			x			x	x											x		x							
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote improvements to the transportation system for all modes of travel, specifically to provide ease of access for travelers while preserving the amenities of residential areas	protect and enhance road and other means of public access to the water in development proposals within the watershed	x		x		x		x	x		x																									x			x								x									x							
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote improvements to the transportation system for all modes of travel, specifically to provide ease of access for travelers while preserving the amenities of residential areas	encourage MOTH to preserve the abandoned CN Rail right-of-way for future use as a transportation and/or recreational corridor	x		x					x	x																										x		x	x						x									x									
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	encourage outdoor recreation activities on forest lands that do not involve permanent structures	x		x					x		x																	x	x									x																x									

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Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	encourage MOF to acquire the private forest land which forms the summit of Bald Mountain and designate as recreation forest reserve	x		x					x	x																		x	x									x															x									
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	encourage protection of outdoor recreation on forest lands for continuous use by future generations	x		x					x	x																		x	x									x															x									
Cowichan Valley	Electoral Area 'B' Shawnigan Lake	1.41	promote the wise use and conservation of agricultural, recreational, and resource lands, historical sites, and ecologically sensitive areas	encourage the major forest companies to permit public recreation activities on forest lands except during times of high forest fire hazard	x		x					x	x																		x	x																								x									
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	encourage the provision and maintenance of rustic campgrounds on forest lands so that residents and tourists will minimize their impacts on the land and water base	encourage MOF and private forest companies to locate rustic campgrounds near clean recreational waters, panoramic mountain views, and other such natural attributes providing no negative impact upon adjacent forestry operations		x	x	x	x	x	x	x		x							x	x		x	x	x	x			x	x	x							x		x															x				x	x	x	x		
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for service commercial and tourist recreational commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	require applications for developments to ensure access to major roads and pedestrian walkways, minimum traffic along residential roads, and no negative impact on the natural environment (ESAs, watercourses, shorelines)		x	x	x	x	x	x	x		x							x	x	x	x	x		x	x		x									x			x	x		x	x				x							x		x	x	x	x	x			x
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for tourist recreational commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	permit resorts, hotels, motels, golf courses, club houses, marine operations, campgrounds, sports facilities, and other tourist accommodation and recreation facilities		x	x	x	x	x	x	x		x							x	x		x	x		x			x																				x							x									
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	recognize the importance of the marine environment of the Pacific Ocean to the quality of life of Vancouver Island residents	support long-term habitat and recreational protection in the Pacific Rim National Park Reserve		x		x	x	x	x	x	x																								x		x		x															x						x			x
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide beach access and boat launches	provide additional beach areas and boat launch facilities		x		x	x	x	x	x		x																												x								x			x						x							

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Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide beach access and boat launches	encourage MOTH to identify and provide road ends for beach access points		x		x	x	x		x		x																							x	x								x									x							
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	recognize the importance of the marine environment of the Pacific Ocean to the quality of life of Vancouver Island residents	permit docks and floats for passive recreation in the water recreation zone		x		x	x	x	x	x		x																					x							x							x				x									
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for service commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	site service commercial uses in established, populated centers to strengthen their role for these purposes and preserve the aesthetic and natural resource values along the major transportation routes		x	x					x		x							x	x	x	x			x											x	x							x											x	x	x			
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for tourist recreational commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	prohibit further campground development within established residential areas unless conflicts are minimized with respect to adjacent land uses		x	x					x		x							x	x		x	x	x	x			x								x																x				x		x			
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	encourage the development of highway routes to improve industrial, commercial, and tourist linkages among communities	encourage MOTH to provide a tourist rest stop and public washroom facility in Honeymoon Bay to accommodate bus tours		x	x					x		x								x	x		x		x										x	x	x						x	x																
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for service commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	permit service stations, motels, and other commercial uses which serve the traveling public and the community		x	x					x		x							x	x	x	x			x								x			x	x							x																
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for service commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	site service commercial uses adjacent to major roads to serve the traveling public		x	x					x		x							x	x	x				x											x	x							x																
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	coordinate greenways with the Town of Lake Cowichan	create a public awareness program respecting greenway objectives and initiatives (e.g. interpretive walks, stewardship)		x	x					x			x	x	x																					x			x	x										x		x					x			

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REGIONAL DISTRICT	**COMMUNITY**	**SCORE**	**POLICY OBJECTIVE**	**POLICY INSTRUMENT**	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	encourage forest land owners to make forest lands available for recreational enjoyment and education	site forestry structures and machinery storage in areas adjacent to residential development to minimize noise, visual, and environmental impact, and traffic generation		x	x					x		x																	x	x							x					x					x						x			x	x		x			
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for institutional uses which serve the needs of area residents	protect, where possible, the scenic, cultural, natural, and recreational resources of the Bald Mountain Peninsula for the enjoyment of present and future generations		x	x					x	x																										x														x			x				x	x	x			
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	encourage forest land owners to make forest lands available for recreational enjoyment and education	require landscape management techniques in primary resource activities to minimize impacts on aesthetic appeal and visual integrity		x	x					x		x																	x	x																									x				x	x				
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	encourage forest land owners to make forest lands available for recreational enjoyment and education	permit outdoor recreation activities, residential uses, mining, and agriculture on forest lands		x	x					x	x																		x	x	x		x				x		x																x	x								
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	encourage forest land owners to make forest lands available for recreational enjoyment and education	encourage MOF and private forest companies to protect the potential for outdoor recreation, including wilderness recreation, through the controlled public use of private logging roads		x	x					x		x																	x	x									x	x		x						x							x									
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	ensure that private property rights are respected, including those of the major forest companies	establish a public trail around Cowichan Lake without negatively impacting residential lots or forestry activities		x	x		x			x		x																	x	x							x			x			x																					
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for institutional uses which serve the needs of area residents	encourage MOF and forest companies to improve public road access to recreational resources on forest land		x	x					x		x																	x	x							x		x	x		x						x							x		x							
Cowichan Valley	Electoral Area 'F' Cowichan Lake South/Skutz Falls	1.14	provide for institutional uses which serve the needs of area residents	establish open space areas for conservation, passive recreation, and low intensity forest management		x	x					x	x																		x	x							x							x											x									

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Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	encourage the provision and maintenance of rustic campgrounds on forest lands so that residents and tourists will minimize their impacts on the land and water base	encourage MOF and private forest companies to locate rustic campgrounds near clean recreational waters, panoramic mountain views, and other such natural attributes providing no negative impact upon adjacent forestry operations	x		x		x		x	x		x							x	x		x	x	x	x			x	x	x							x		x															x				x	x	x	x		
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for service commercial and tourist recreational commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	require applications for developments to ensure access to major roads and pedestrian walkways, minimum traffic along residential roads, and no negative impact on the natural environment (ESAs, watercourses, shorelines)	x		x		x		x	x		x							x	x	x	x	x		x	x		x									x			x	x		x	x				x						x		x	x	x	x	x			x
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for service commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	site service commercial uses in established, populated centers to strengthen their role for these purposes and preserve the aesthetic and natural resource values along the major transportation routes	x		x					x		x							x	x	x	x			x															x	x							x											x	x	x			
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for tourist recreational commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	prohibit further campground development within established residential areas unless conflicts are minimized with respect to adjacent land uses	x		x					x		x							x	x		x	x	x	x			x									x																	x				x		x			
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	encourage the development of highway routes to improve industrial, commercial, and tourist linkages among communities	encourage MOTH to provide a tourist rest stop and public washroom facility in Honeymoon Bay to accommodate bus tours	x		x					x		x								x	x		x		x														x	x	x						x	x																
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for service commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	permit service stations, motels, and other commercial uses which serve the traveling public and the community	x		x					x		x							x	x	x	x			x												x			x	x							x																
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for service commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	site service commercial uses adjacent to major roads to serve the traveling public	x		x					x		x							x	x	x				x															x	x							x																

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Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for tourist recreational commercial developments which complement existing uses, and do not reduce road safety or negatively impact scenic resources or natural features	permit resorts, hotels, motels, golf courses, club houses, marine operations, campgrounds, sports facilities, and other tourist accommodation and recreation facilities	x		x					x		x							x	x		x	x		x			x																				x							x									
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	coordinate greenways with the Town of Lake Cowichan	create a public awareness program respecting greenway objectives and initiatives (e.g. interpretive walks, stewardship)	x		x					x			x	x	x																									x			x	x										x		x					x			
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	encourage forest land owners to make forest lands available for recreational enjoyment and education	site forestry structures and machinery storage in areas adjacent to residential development to minimize noise, visual, and environmental impact, and traffic generation	x		x					x	x																		x	x							x					x						x							x			x	x		x			
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for institutional uses which serve the needs of area residents	protect, where possible, the scenic, cultural, natural, and recreational resources of the Bald Mountain Peninsula for the enjoyment of present and future generations	x		x					x	x																										x															x			x				x	x	x			
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	encourage forest land owners to make forest lands available for recreational enjoyment and education	require landscape management techniques in primary resource activities to minimize impacts on aesthetic appeal and visual integrity	x		x					x		x																	x	x																											x				x	x				
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	encourage forest land owners to make forest lands available for recreational enjoyment and education	permit outdoor recreation activities, residential uses, mining, and agriculture on forest lands	x		x					x		x																	x	x	x		x				x																		x	x								
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	encourage forest land owners to make forest lands available for recreational enjoyment and education	encourage MOF and private forest companies to protect the potential for outdoor recreation, including wilderness recreation, through the controlled public use of private logging roads	x		x					x		x																	x	x									x	x		x						x							x									
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	ensure that private property rights are respected, including those of the major forest companies	establish a public trail around Cowichan Lake without negatively impacting residential lots or forestry activities	x		x		x			x		x																	x	x							x			x			x																						
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide beach access and boat launches	provide additional beach areas and boat launch facilities	x		x		x		x	x		x																												x								x			x						x							

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Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide beach access and boat launches	encourage MOTH to identify and provide road ends for beach access points	x		x		x			x		x																											x	x								x									x							
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for institutional uses which serve the needs of area residents	encourage MOF and forest companies to improve public road access to recreational resources on forest land	x		x					x		x																	x	x							x		x	x		x						x							x		x							
Cowichan Valley	Electoral Area 'I' Youbou/Meade	0.95	provide for institutional uses which serve the needs of area residents	establish open space areas for conservation, passive recreation, and low intensity forest management	x		x					x	x																		x	x							x							x											x									
Cowichan Valley	Town of Ladysmith	0.70	establish strong business, social, economic, and recreational linkages between the upland and the waterfront	permit tourist commercial uses, hotel/convention center and ancillary facilities, a farmer's market, and a maritime museum with heritage displays in the waterfront area		x		x	x			x		x					x		x	x		x	x		x			x																								x			x									
Cowichan Valley	Town of Ladysmith	0.70	provide for the orderly development of waterfront land generally in keeping with the character, scale, and density of existing development	encourage tourist commercial uses in the waterfront to be marine-oriented and require access to the water as part of their operation		x		x	x	x	x	x		x								x			x		x	x														x																	x							
Cowichan Valley	Town of Ladysmith	0.70	ensure that provision is made for unfettered public access to the waterfront and the shoreline	provide public access to the waterfront via a shoreline walkway from Oyster Cove Road to the government wharf		x		x	x	x		x		x																												x			x	x													x							
Cowichan Valley	Town of Ladysmith	0.70	provide for residential development which is a logical extension of the existing community	permit bed and breakfast operations		x	x					x		x								x		x			x												x																											
Cowichan Valley	Town of Ladysmith	0.70	recognize the potential in providing for appropriately-scaled tourist development	do not permit strip commercial development along the island highway		x	x					x		x							x	x	x				x	x														x	x							x																
Fraser Valley	Abbotsford	3.85	identify land uses for recreational and wilderness purposes in the regional park in the West Sumas Mountain area	limit commercial recreation facilities including overnight campgrounds to areas outside the park and that do not adversely affect the environment or farming operations	x		x					x		x							x	x		x	x	x	x			x	x				x		x																				x						x			
Fraser Valley	Abbotsford	3.85	ensure the availability of required community services	support historic resources as tourism opportunities through the development of heritage walking tours and the establishment of interpretive centers	x		x					x		x	x							x			x		x		x	x																x								x		x		x								

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Fraser Valley	Abbotsford	3.85	identify land uses for recreational and wilderness purposes in the regional park in the West Sumas Mountain area	encourage a trail system with nonmotorized activities, nature study, viewpoint opportunities, rock climbing, and day use as recreational activities (ATVs are not supported)	x		x					x		x																							x								x	x											x	x			x					
Fraser Valley	Abbotsford	3.85	link open space and park areas to achieve an integrated park/open space system for both pedestrian and bicycle activities	work with govt. agencies, First Nations, and residents to prepare a long-range park development plan for the Sumas and Vedder Mountain areas that protects resources for recreational and scenic uses and links up with the urban trail system	x		x					x	x		x																						x		x	x	x	x			x	x											x				x					
Fraser Valley	Abbotsford	3.85	provide for the management and extraction of resources	reduce the visual impact of sand and gravel extraction operations by requiring the continuous rehabilitation of sand and gravel pits	x		x					x		x																	x		x																												x					
Fraser Valley	Abbotsford	3.85	provide integrated circulation systems involving all transportation modes and the movement of goods and services	encourage the development of an expressway through the GVRD's southern municipalities to link the Vancouver and Abbotsford airports, the Tswawassen Ferry Terminal, and the FVRD	x		x		x			x		x																												x	x				x			x	x	x															
Fraser Valley	Abbotsford	3.85	provide integrated circulation systems involving all transportation modes and the movement of goods and services	encourage govt. agencies to improve public transit and commuter linkages to the GVRD through transit exchanges and extending the West Coast Express service to Abbotsford	x		x					x		x																											x	x						x	x																	
Fraser Valley	Chilliwack	2.33	encourage tourism linkages to the city of Vancouver	form partnerships with the tourism sector to promote the city as a destination	x		x									x	x	x				x	x	x	x				x																																					
Fraser Valley	Chilliwack	2.33	examine innovative ways of designating and developing new parks and recreation facilities	integrate public and recreation facilities (e.g. theme parks and golf courses) into an economic strategy for a significant role in tourism initiatives	x		x					x		x	x	x		x		x		x			x		x		x	x																									x		x										
Fraser Valley	Chilliwack	2.33	promote an integrated tourism program	cooperate with the tourism sector to develop a higher quality and broader range of services, skills, attractions, and conventions to attract more visitors, more frequently, and for longer periods	x		x					x		x	x	x	x	x				x	x	x	x	x	x		x																																					

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Fraser Valley	Chilliwack	2.33	promote an integrated tourism program	support the development of a tourism development and marketing strategy	x		x					x			x	x	x	x				x	x	x	x				x																																						
Fraser Valley	Chilliwack	2.33	recognize the arts as a source of economic sustainability through strategies which increase employment and tourism	develop an arts and cultural strategy	x		x					x			x	x		x			x	x			x	x			x																									x													
Fraser Valley	Chilliwack	2.33	work with other groups, such as First Nations, to identify, plan, develop, and market attractions	encourage the community to promote tourism through connections with agriculture, the downtown, First Nations, and heritage resources	x		x									x	x					x		x	x		x		x		x				x					x														x													
Fraser Valley	Electoral Area 'A' N. Bend/Boston Bar	0.99	encourage the development and delivery of community social service facilities and programs sought by residents	permit special events of a commercial nature which are of limited duration and which do not preclude or compromise future permitted uses (e.g. concerts, campsites, recreation use)	x		x					x		x							x	x		x	x		x		x	x									x																x		x										
Fraser Valley	Electoral Area 'A' N. Bend/Boston Bar	0.99	encourage the development and delivery of community social service facilities and programs sought by residents	permit seasonal, commercial recreation uses which require temporary public assembly or equipment storage areas	x		x					x	x																																												x										
Fraser Valley	Electoral Area 'F' McConnell Creek/ Hatzic Prairie	1.11	control or limit development which could degrade significant environmental amenities	encourage MOF to manage for visual impacts from forestry operations	x		x					x		x																	x	x									x																				x	x	x			
Fraser Valley	Electoral Area 'F' McConnell Creek/ Hatzic Prairie	1.11	control or limit development which could degrade significant environmental amenities	maintain the visual integrity of the landscape in site design for quarrying/sand and gravel operations	x		x					x		x																	x		x																												x	x	x			
Greater Vancouver	District of Delta	3.23	establish facilities to direct visiting recreationalists	provide water and foreshore recreation areas		x	x	x	x	x	x	x	x									x			x	x	x			x																											x										
Greater Vancouver	District of Delta	3.23	enhance public access to natural areas	provide public access and controlled use of natural areas such as dikes, foreshore, ravines, and watercourses		x	x	x	x	x	x	x		x																												x																	x				x	x		
Greater Vancouver	District of Delta	3.23	enhance public enjoyment of the natural environment	preserve the long and short range views over the Strait of Georgia, Boundary Bay, and the mountains		x		x	x			x	x																																																x	x	x			
Greater Vancouver	District of Delta	3.23	enhance public enjoyment of the natural environment	provide at least two public access points to Tsawwassen beach		x		x	x	x		x		x																												x																	x				x			

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Greater Vancouver	District of Delta	3.23	direct regional traffic to a few main routes and restrict traffic in neighborhoods	retain a scenic river road by diverting commercial and regional traffic to either a proposed waterfront arterial road or a new Fraser River crossing		x		x	x		x	x		x																												x	x							x										x	x					
Greater Vancouver	District of Delta	3.23	strengthen the historic village business sector in Ladner	encourage public access and recreation to and within the harbor		x		x	x			x		x																												x																x		x							
Greater Vancouver	District of Delta	3.23	establish services to direct visiting recreationalists	promote the use of orderly visual cues to invite visitors into the historic village		x	x					x		x		x	x	x				x			x		x		x	x																								x			x									
Greater Vancouver	District of Delta	3.23	establish compatible commercial activity in Riverside	discourage retail and commercial uses which attract large numbers of nonlocal visitors		x	x					x		x							x	x					x		x										x																												
Greater Vancouver	District of Delta	3.23	provide for specialized-type housing in residential areas	permit bed and breakfast operations		x	x					x		x								x		x			x												x																												
Greater Vancouver	District of Delta	3.23	improve access to and ease of movement within the municipality	encourage the development of Boundary Bay Airport for light aircraft use only		x	x					x		x																												x					x												x							
Greater Vancouver	District of Delta	3.23	limit excessive traffic volume through neighborhoods	encourage the fed. govt. to maintain one border crossing at Point Roberts with no increased capacity		x	x					x		x																											x	x								x										x						
Greater Vancouver	Surrey	4.17	enhance an image of a city of parks	explore ways to increase and improve public access to the Fraser River, other rivers, and the oceanfront		x	x	x	x		x	x		x		x		x																								x																		x							
Greater Vancouver	Surrey	4.17	develop the city center as a vibrant and people-oriented downtown for business, residents, and visitors	encourage comprehensive and high quality designs and guide the location and relationship of buildings, public places, community facilities, and streets to ensure attractiveness		x	x					x		x		x		x				x		x			x												x			x				x															x					
Greater Vancouver	Surrey	4.17	support the Economic Development Strategic Plan	augment the plan for increased economic activity, tourism, employment, and home-based businesses		x	x					x		x	x						x	x		x	x	x	x		x										x																												
Greater Vancouver	Surrey	4.17	coordinate transportation with economic development	ensure that the road system meets the needs of business and industry, including linkages between the city center and Vancouver International Airport		x	x					x		x																												x	x				x			x																	

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Greater Vancouver	Surrey	4.17	improve city infrastructure for economic development	install and upgrade infrastructure, including the South Fraser Perimeter Road, for better goods movement and access to transportation facilities such as regional airports		x	x					x		x																												x	x				x			x									x							
Greater Vancouver	Surrey	4.17	promote compatibility between agricultural and nonagricultural land uses	limit recreational uses on agricultural land		x	x					x		x																	x				x																						x									
Greater Vancouver	Vancouver	2.04	maintain a welcoming city center	encourage specialty character and heritage areas, lively retail streets, waterfront walkways, and diverse plazas and open spaces for residents, employees, visitors, and tourists		x	x	x	x			x		x		x		x		x		x			x		x	x	x										x			x			x	x								x												
Greater Vancouver	Vancouver	2.04	achieve a high quality urban environment in the redevelopment of the central waterfront	provide for a variety of public places to serve the active and passive relaxation of visitors		x		x	x			x		x								x			x		x			x																x																				
Greater Vancouver	Vancouver	2.04	create new and more diverse public places	retain public waterfront access around False Creek and Granville Island so as to connect English Bay beach area with Vanier Park		x		x	x			x		x																												x																								
Greater Vancouver	Vancouver	2.04	achieve a creative and cultural city	support partnership initiatives with Tourism Vancouver		x	x									x	x	x	x		x	x			x				x																									x												
Greater Vancouver	Vancouver	2.04	build complete communities	support the downtown as the cultural and entertainment center of the region and broaden art and cultural activity at the neighborhood level		x	x					x		x		x		x																					x															x	x											
Greater Vancouver	Vancouver	2.04	create a diverse economy and jobs close to home	do not support large scale casinos in the city		x	x					x		x		x		x																					x																x											
Greater Vancouver	Vancouver	2.04	create new and more diverse public places	continue to protect public views of water and mountains		x	x					x	x																																																x	x				
Greater Vancouver	Village of Belcarra	0.53	ensure that the land and water surface use is compatible with the semi-rural atmosphere of the village	limit commercial uses in the regional park to passive recreation, such as canoe and kayak rentals		x	x	x	x	x	x	x		x																							x									x											x									
Greater Vancouver	Village of Belcarra	0.53	ensure that land/water is used and circulation/services are provided in a manner that is sensitive to the natural environment of the area	no trailer boat launching facilities will be allowed in Bedwell Bay		x		x	x	x	x	x		x																												x								x			x						x				x			

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Greater Vancouver	Village of Belcarra	0.53	ensure that land/water is used and circulation/services are provided in a manner that is sensitive to the natural environment of the area	construct public trails and pathways along the shoreline of Indian Arm and Bedwell Bay		x		x	x			x		x																														x			x	x																		x			
Greater Vancouver	Village of Belcarra	0.53	identify recreational uses that will be encouraged along the regional park's extensive marine shoreline	encourage nature-based activities at the south end of Bedwell Bay		x		x	x			x	x																							x																							x							x			
Greater Vancouver	Village of Belcarra	0.53	identify recreational uses that will be encouraged along the regional park's extensive marine shoreline	encourage scuba diving and marker buoys at appropriate points where there are underwater features of interest		x		x	x	x	x	x	x																							x																		x					x										
Greater Vancouver	Village of Belcarra	0.53	identify recreational uses that will be encouraged along the regional park's extensive marine shoreline	implement management measures to prevent conflicts among recreational user groups		x		x	x			x		x																							x																							x									
Greater Vancouver	Village of Belcarra	0.53	preserve natural landscapes and views	ensure that development is unobtrusive so as not to destroy the view from the Belcarra Peninsula		x	x					x		x																																																	x	x				
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	recognize that the village of Fulford Harbor functions as a gateway and primary entry to the island, giving an initial impression of its rural character	encourage MOTH and BC Ferries to help Fulford Village develop solutions to ferry congestion and ferry parking; improved traffic on roads, incentives for nonautomotive travel, and an expanded staging area pending environmental impact mitigation		x	x	x	x			x		x																									x		x	x	x			x				x	x	x								x			x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	accommodate, but not encourage commercial float plane traffic in Ganges Harbor	support rezoning applications to develop new locations for commercial float plane terminals if there is a community need, safety issues have been dealt with, and the impacts of aircraft noise and water pollution are addressed		x		x	x	x	x	x		x																									x			x						x													x			x	x		
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	identify any areas that should be reserved for specific uses in undesignated shoreline areas	encourage DFO to establish public shellfish reserves on uncontaminated shellfish beds with good public access		x		x		x		x		x																	x			x							x	x																	x				x			x
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	protect the island's environment from contamination by liquid wastes	do not make zoning changes for the development or expansion of boat moorage facilities if the rezoning application does not include a program to manage boat sewage		x		x		x	x	x		x																											x										x	x											x	x		

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Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	protect the island's environment from contamination by liquid wastes	encourage marina operators to discourage the flushing of boat holding tanks in confined harbor areas		x		x			x	x		x																												x										x	x										x	x		
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	protect the island's most environmentally sensitive shoreline areas such as tidal flats, fish and wildlife habitat, estuaries and wetlands, that are not suitable for intensive development	maintain existing public accesses to the shoreline conservation designation, however, if the adjacent upland is being subdivided, any new public accesses should provide viewing areas rather than direct physical access to sensitive habitat areas		x		x	x	x		x		x																												x																	x		x	x	x			x
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	reduce the environmental impact of water transportation services	support MELP in the establishment of boat speed limits in island harbors		x		x			x	x		x																											x	x										x	x										x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	reduce the impact of zoning changes and development on the natural environment, other shoreline users, and adjacent property owners	encourage MELP to consider sensitive areas when proposing to use the foreshore in undesignated shorelines; do not support new structures where there is potential for aquaculture, recreational shellfish harvesting, or high fish or wildlife habitat value		x		x	x	x	x	x		x																	x			x					x		x																x						x			x
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	reduce the negative impacts of commercial float plane traffic	encourage MELP to help in the control of float plane noise, by including conditions about operation times in its foreshore leases and licenses		x		x		x	x	x		x																											x	x					x																	x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	accommodate, but not encourage commercial float plane traffic in Ganges Harbor	encourage DFO to provide advice, assistance, and support regarding the safe operation of air traffic		x		x			x	x		x																											x	x					x																				
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	achieve a level of public ferry service that meets, rather than precedes community needs	encourage BC Ferries to manage automotive traffic demand and diversify traffic loads rather than expand vessels or parking and staging areas, avoid responding to seasonal peaks with larger land-based facilities, and consider pedestrian-only ferries		x		x	x	x	x	x		x																									x		x	x				x				x	x	x								x						
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	avoid commercial float plane terminals in Fulford Harbor	do not change zoning to accommodate new commercial float plane terminals		x		x	x	x	x	x		x																												x					x																				

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Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	identify and protect ocean beaches that are especially suitable for public recreation	work with MELP to ensure good public access to recreation beaches when commenting on applications to subdivide land next to the shoreline recreation designation		x		x	x	x		x		x																											x	x															x		x							
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	identify and protect ocean beaches that are especially suitable for public recreation	ensure that public access to recreation beaches would be maintained in rezoning applications on the uplands next to the shoreline recreation designation		x		x	x	x		x		x																												x															x		x							
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	identify and protect ocean beaches that are especially suitable for public recreation	do not consider rezoning applications that would locate large new developments on the foreshore or over the water surface in the shoreline recreation designation		x		x	x	x	x	x		x																																											x									
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	identify and protect ocean beaches that are especially suitable for public recreation	allow only structures that do not interfere with the public's use of the beach in the shoreline recreation designation		x		x	x	x		x		x																																											x									
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	identify and protect ocean beaches that are especially suitable for public recreation	designate areas for shoreline recreation		x		x	x	x		x	x																																												x									
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	participate in the regional green/blue spaces strategy prepared by the RD	encourage MOTH to approve applications by the island Parks, Arts, and Recreation Commission for the development of recreational water accesses		x		x	x	x	x	x		x																											x	x															x		x							
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	participate in the regional green/blue spaces strategy prepared by the RD	do not waive the requirement for public water access where a land subdivision has been proposed for property next to a water body		x		x	x	x	x	x		x																												x																	x							
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	allow visitor accommodation to develop in a way that will retain and distribute economic benefits and reduce any negative impacts; to avoid concentrating benefits and impacts in only a few locations	consider rezoning for small, low impact campgrounds on larger properties in rural neighborhoods, agriculture, forestry, and upland areas; providing no RVs, adequate water supply, sewage disposal, pedestrian/transit access, and uncrowded venues		x	x					x		x					x		x	x		x	x	x	x	x			x	x			x				x			x				x			x	x									x	x			x			

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Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	avoid the development of tourist attractions that are unrelated to or unnecessary for visitors to enjoy the community's natural environment or authentic cultural heritage	support the development of informational materials and programs that encourage low impact tourism		x	x					x			x						x	x			x		x		x										x							x								x									x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	avoid the development of tourist attractions that are unrelated to or unnecessary for visitors to enjoy the community's natural environment or authentic cultural heritage	do not zone additional properties for resorts, hotels, or motels until the existing development potential for such units has reached at least 80 percent		x	x					x		x								x		x		x	x	x											x															x									x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	ensure local zoning allows the economic benefits of value-added wood processing to be retained in the community	consider rezoning within the forestry designation for sorting and processing of island-grown wood products, forestry education and research, and low impact campgrounds; providing no negative effect on forestry potential, ESAs, and neighboring homes		x	x					x		x							x	x		x	x	x	x			x	x	x							x							x												x					x			x
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	provide for facilities necessary to mitigate the impacts of tourism on the island's natural or social environment	consider changing zoning in commercial tourist accommodation zones located in residential areas to a maximum of 50 units per operation and an appropriate total floor area, vegetation screening, and density standards for campgrounds		x	x					x		x							x	x		x	x		x												x																					x	x	x	x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	provide for facilities necessary to mitigate the impacts of tourism on the island's natural or social environment	work with other levels of govt. that secure parkland to manage land in such a way that is compatible with the plan objectives, particularly for campgrounds		x	x					x		x							x	x		x	x	x	x										x				x																						x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	accommodate a level and type of residential use on agricultural land that reflects the needs of farm operations and is consistent with objectives for the island population	consider amending local zoning in ways that would support local farming, such as matching the Agricultural Land Commission's regulations about B & B operations and sales of off-farm products within the ALR		x	x					x		x							x	x		x		x	x		x		x				x				x		x																									

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Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	allow visitor accommodation to develop in a way that will retain and distribute economic benefits and reduce any negative impacts; to avoid concentrating benefits and impacts in only a few locations	consider applications to rezone properties for guest house use, where operations larger than a permitted B & B are proposed, providing an evaluation of impacts on the local neighborhood and the accommodations industry		x	x					x		x					x		x	x		x		x	x		x										x																											
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	allow visitor accommodation to develop in a way that will retain and distribute economic benefits and reduce any negative impacts; to avoid concentrating benefits and impacts in only a few locations	do not approve applications to strata-title existing resorts if the level of neighborhood impact is expected to be greater than that of an owner managed resort		x	x					x		x							x	x		x			x												x																											
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	allow visitor accommodation to develop in a way that will retain and distribute economic benefits and reduce any negative impacts; to avoid concentrating benefits and impacts in only a few locations	do not support the operation of transient accommodation units in residential zones unless they are operated as a home-based business		x	x					x		x							x	x		x			x												x																											
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	allow visitor accommodation to develop in a way that will retain and distribute economic benefits and reduce any negative impacts; to avoid concentrating benefits and impacts in only a few locations	do not transfer the development potential of tourist accommodation uses between land parcels		x	x					x		x					x		x	x		x		x	x	x																																							
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	allow visitor accommodation to develop in a way that will retain and distribute economic benefits and reduce any negative impacts; to avoid concentrating benefits and impacts in only a few locations	do not support the development of time-shared resorts		x	x					x		x					x		x	x		x			x																																							
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	avoid the development of tourist attractions that are unrelated to or unnecessary for visitors to enjoy the community's natural environment or authentic cultural heritage	do not consider rezoning applications that would allow the development of large new destination resorts, large convention centers, water slides, theme parks, casinos, and mini golf courses		x	x					x		x								x		x	x	x	x																												x	x											

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Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	limit the nonfarm use of agricultural land	consider rezoning for farm-based tourist accommodation and community recreation facilities uses on individual properties in the agriculture designation, providing minimal farming activity and no impact on land productivity		x	x					x		x							x	x		x	x	x	x			x	x				x				x																		x									
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	make land use decisions that would encourage the number of tourist visits to be sustained over a longer part of the year, preferably without a significant increase in the height of the summer peak period	establish a tourism advisory committee, made up of community members and of tourist accommodation operators to provide advice regarding land use decisions related to tourism		x	x					x		x					x	x	x	x		x															x																					x						
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	retain and maximize the economic benefits of tourism to the community and ensure zoning allows tourist accommodation operations to be economically viable	allow B & B's as home-based businesses in residential areas		x	x					x		x					x		x	x		x			x		x										x																											
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	retain and maximize the economic benefits of tourism to the community and ensure zoning allows tourist accommodation operations to be economically viable	consider an application within the rural neighborhood designation to allow hostel accommodation		x	x					x		x					x		x	x		x			x												x																											
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	avoid the development of a land-based commercial airstrip on the island	do not support the development of a commercial land-based air strip, unless a full study provides clear evidence that the environmental, social and economic effects of its development would be to the general benefit of the community		x	x					x		x	x																								x			x					x																	x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	encourage the management or disposition of the island's Crown land in a manner consistent with settlement patterns and the conservation of ESAs	support public or community groups in their efforts to acquire Crown land or licenses of occupation in the parks and recreation designation for passive outdoor public recreation and conservation		x	x					x	x																								x		x		x					x											x						x			x

Appendix D: Policy and Coding Data

Table D.1. Tourism Policy and Category Database

REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT			POLICY CATEGORY																																																										
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					inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	encourage the management or disposition of the island's Crown land in a manner consistent with settlement patterns and the conservation of ESAs	consider amending local zoning in consultation with the island Parks, Arts, and Recreation Commission, RD, and MELP to identify the type of uses that should occur in public parks, recognizing traditional community uses of public lands		x	x					x		x	x																						x		x		x																x						x			x
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	encourage the management or disposition of the island's Crown land in a manner consistent with settlement patterns and the conservation of ESAs	encourage MELP to approve applications by other government agencies to acquire Crown land in the park and recreation designation for conservation or park and recreation purposes		x	x					x	x																								x				x																x						x			x
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	preserve the scenic rural character of existing island roads	encourage MOTH not to do road development or improvements that would increase traffic speeds to the detriment of nonautomotive transportation, or environmental, aesthetic, heritage, and scenic values		x	x					x		x																											x	x	x			x				x				x							x		x			
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	accommodate a level and type of residential use on agricultural land that reflects the needs of farm operations and is consistent with objectives for the island population	support nonfarm use or exclusion of land within the ALR where local farming or the community would benefit; including an active farm that diversifies its income without decreasing its farming capability, and provides land for community recreation		x	x					x		x																	x				x				x		x																x									
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	encourage the management or disposition of the island's Crown land in a manner consistent with settlement patterns and the conservation of ESAs	encourage the RD to acquire additional Crown land for public park and recreation use through its regional parks function		x	x					x	x																								x				x																x									
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	identify and protect buildings, structures, roads and other features that are part of the community's cultural heritage	work with MOTH to identify and develop guidelines for protecting the scenic and heritage value of island roads		x	x					x		x																											x	x	x							x				x							x					
Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	participate in the regional green/blue spaces strategy prepared by the RD	consult with the RD and the Trust Fund Board about parkland acquisitions and management of regional parks		x	x					x	x																								x																													

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Islands Trust (Capital)	Electoral Area 'F' Saltspring Island	1.32	reduce the negative impacts of commercial float plane traffic	do not change zoning in a way that allows development of a commercial float plane terminal on any lake		x	x		x		x	x		x																												x					x																					
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	provide local recreational opportunities for visitors that do not stress existing facilities, services, and resources or generate undue cost to local taxpayers	encourage MELP to continue to supply adequate and safe drinking water at Montague Harbor and Dionisio and that the visitor capacity of the parks is limited to prevent damage to ecologically sensitive areas		x	x	x	x	x		x		x							x	x		x	x		x	x		x							x				x																			x			x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	minimize noise pollution from aircraft	encourage the fed. govt. to regulate take-off and landing procedures, flight routes, and minimum flying altitudes over the island		x	x	x	x	x	x	x		x	x																										x	x					x																	x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure water transportation meets the needs of the local community	encourage BC Ferries to ensure that on-shore facilities encourage foot passenger service		x	x	x	x			x		x																									x		x	x				x					x	x															
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	maintain the rural character, environmental integrity and social diversity of the island	encourage the prov. govt. to require provision of access to bodies of water or Crown land under the Land Title Act whenever land is subdivided, regardless of whether the access may practically be developed as a roadway for motor vehicles		x	x	x	x	x		x		x																											x	x								x									x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure that recreational activities are nonintrusive, do not endanger ecologically or archaeologically sensitive areas, and are compatible with the rural character of the island	encourage the RCMP to enforce the prohibition of camping on public beach accesses and road allowances		x		x	x	x		x			x						x	x		x	x		x			x									x		x	x								x							x		x				x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure water transportation facilities do not adversely affect the natural environment nor the natural processes of the shoreline	site wharves, barge landing, and boat launching ramps in order to minimize the impact on the natural environment		x		x	x	x	x	x		x																												x								x		x	x										x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure public access to the foreshore	encourage MOTH to provide signage at foreshore accesses		x		x	x	x		x		x																											x	x																	x							

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure public access to the foreshore	designate a marine service zone for necessary transportation facilities such as ferry terminals, public docks, and barge loading sites		x		x	x	x	x	x	x																									x				x								x	x	x	x													
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure that parking for all land uses is safe and compatible with the rural character of the island	encourage MOTH to provide parking facilities to decrease long-term parking on road ways at ferry terminals, beach accesses, boat launches, and government docks		x		x	x			x		x																												x	x								x	x	x	x	x					x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure that the use of each commercial property is specific and predictable	preserve public access and minimize negative impact to upland owners in developing commercial and industrial uses of the foreshore		x		x	x	x		x		x																									x				x																	x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure water transportation meets the needs of the local community	encourage MELP and the Coast Guard to ensure float planes land outside bays and taxi at not more than 5 knots to the dock, and prohibit all water skiing and jet skiing activities within bays		x		x	x	x	x	x	x		x																									x		x	x					x						x				x									
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure water transportation meets the needs of the local community	encourage MELP to prohibit the landing of light aircraft or power boats on beaches		x		x		x	x	x		x																										x		x	x					x						x													
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure water transportation meets the needs of the local community	encourage all govt. authorities to ensure that the island does not become joined by a bridge to any other land and that it not become, nor its water passages be modified to provide, a transportation link between the mainland and Vancouver Island		x		x	x	x	x	x		x																										x		x	x	x							x																	
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	promote water traffic safety	prohibit the operation of personal watercraft in Montague Harbor		x		x			x	x		x																												x											x				x									
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure that recreational activities are nonintrusive, do not endanger ecologically or archaeologically sensitive areas, and are compatible with the rural character of the island	encourage initiatives for providing information to visitors on the limited public drinking water and toilet facilities, the need for recycling or removing garbage from the island, the safe use of rural roads, and the danger of fire		x	x					x		x	x						x	x		x	x		x	x	x	x												x								x							x	x					x	x		

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure visitor accommodations do not adversely affect the natural environment	ensure the supply of water and provisions for sewage disposal are sufficient to support the number of rooms permitted		x	x					x		x							x	x		x			x	x																																			x	x		
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure visitor accommodations do not adversely affect the natural environment	do not permit privately-owned commercial campgrounds and trailer parks		x	x					x		x							x	x		x	x		x																							x														x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	ensure the scale of all commercial developments harmonizes with the natural surroundings and the rural character of the Island	develop commercial areas to be small in scale and appropriate to the needs of the community and visitors		x	x					x		x						x	x	x			x		x												x															x												
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	provide for a variety of visitor accommodations	consider B & B facilities from 1 to 3 rental rooms accommodating up to three persons per room to be accessory to residential use		x	x					x		x								x		x			x		x										x																												
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	provide for a variety of visitor accommodations	require visitor accommodation beyond the scale of a B & B to have commercial zoning		x	x					x		x								x		x			x		x										x																												
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	provide local recreational opportunities for visitors that do not stress existing facilities, services, and resources or generate undue cost to local taxpayers	encourage MELP to maintain a reservation system for all prov. campsites		x	x					x		x							x	x		x	x				x	x							x		x		x																x			x						
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	protect the aesthetic value of forest land and encourage local economic opportunities for small-scale sustainable forestry	encourage appropriate small scale forest-related activities such as the sustainable gathering of greenery products, food crops, hiking, bird watching, and wildlife viewing, education, and value-added industry		x	x					x	x																		x	x							x							x												x			x	x	x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	protect wildlife resources	encourage MELP to prohibit hunting		x	x					x	x																												x																x						x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	identify, preserve, protect and enhance local heritage	encourage MSBTC to support establishment of a community interpretive center as a repository for artifacts, oral history tapes, photographs, and materials relating to heritage buildings and sites		x	x					x		x																									x		x													x		x		x								

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	meet clearly defined community needs for air transportation	do not permit a private or public airstrip or helipad on the island except for emergency evacuations		x	x					x		x																								x	x		x	x					x																				
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	provide local recreational opportunities for visitors that do not stress existing facilities, services, and resources or generate undue cost to local taxpayers	encourage MELP to maintain public access to Dionisio Point Prov. Park		x	x					x		x																							x				x	x																x		x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Galiano	1.06	provide local recreational opportunities for visitors that do not stress existing facilities, services, and resources or generate undue cost to local taxpayers	encourage MELP to continue a public consultative process of developing and periodically reviewing plans for all prov. parks		x	x					x		x	x																						x		x		x																x									
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	retain the public accesses to shoreline and beach areas	encourage MOTH to maintain and mark public accesses and ensure they are not used for camping or overnight parking or obstructed in other ways		x		x	x	x		x		x								x		x			x	x													x	x								x									x	x						
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure an adequate number of beach accesses	permit any commercial use in water areas if it will not disrupt traditional swimming beaches, or navigation, and will not create pollution		x		x		x	x	x		x																												x															x		x	x			x	x		
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure that any use of coastal waters and foreshore does not result in permanent damage to the natural systems	ensure that any zoning for commercial use of the foreshore and coastal areas include public access to the foreshore, and protect coastal areas by balancing waterfront development (or redevelopment) with natural areas		x		x	x	x	x	x		x																												x																	x				x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure an adequate number of beach accesses	encourage MOTH to ensure that dedicated public accesses are retained and additional accesses obtained wherever possible		x		x	x	x		x		x																											x	x																	x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure provision of water access by boat to the island	encourage MOTH to identify and maintain all public accesses to water including boat ramps		x		x	x	x	x	x		x																											x	x								x			x						x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure provision of water access by boat to the island	encourage the sharing of community docks and private wharves for residential use		x		x	x	x	x	x		x																										x			x										x						x							

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure the needs of the local residents are considered in the delivery of service from BC Ferries	encourage BC Ferries to ensure terminal access and parking facilities are safe and of adequate capacity		x		x	x			x		x																														x		x	x								x	x	x								x						
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure the needs of the local residents are considered in the delivery of service from BC Ferries	encourage BC Ferries to maintain a regular schedule of consultation with the community on all initiatives or changes to its services that impact the island		x		x	x	x	x	x		x	x																												x		x	x								x	x	x														
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure the needs of the local residents are considered in the delivery of service from BC Ferries	encourage BC Ferries to ensure that the expansion of the ferry service follows, rather than anticipates, demands		x		x	x	x	x	x		x																													x		x	x								x	x	x														
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	limit the impact of commercial foreshore uses on adjacent uses and on the visual appearance of the shoreline	give priority to public recreational use of the foreshore over other foreshore uses		x		x		x		x	x																																												x				x					
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	protect foreshore accesses for public use	encourage MOTH to identify and clear any dedicated public access to the foreshore established as a result of subdivision for pedestrian use		x		x		x		x		x																													x	x				x															x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	protect foreshore accesses for public use	encourage MOTH to ensure that public accesses are not blocked by private docks		x		x	x	x		x		x																													x		x	x																	x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	protect foreshore accesses for public use	encourage MELP to ensure that public right-of-way along the foreshore is preserved when granting leases		x		x		x		x		x																													x	x																	x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	retain the public accesses to shoreline and beach areas	preserve public access to the foreshore and parks, and obtain additional access at time of subdivision or rezoning		x		x	x	x		x		x																														x																	x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	minimize the impact of human activities on environmental systems	encourage any efforts to educate residents and visitors about ways to minimize environmental degradation of the islands' sensitive systems		x	x					x			x	x	x				x	x		x	x					x									x																			x					x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	maintain the rural ambiance of the island	encourage MSBTC to ensure the rural ambiance is maintained by integrating community values into tourism planning		x	x					x			x	x		x				x		x	x					x									x		x												x												

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	disperse accommodations in quiet natural settings having the least impact on the quiet rural character of the island	disperse accommodation for visitors at low density around the island		x	x					x		x							x	x		x			x												x															x						x			x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure a supply of accommodations that are safe and offer a healthy environment	regulate any new visitor accommodation through development permit, the scale of use, degree of servicing (including roads and parking), and the provision of open space and signage		x	x					x		x								x		x			x	x														x								x														x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure that tourism use is environmentally and economically sustainable	do not permit high impact destination recreational facilities that are not part of, or sensitive to, the natural and rural values of the island		x	x					x		x							x	x			x					x																								x			x						x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure that tourism use is environmentally and economically sustainable	encourage the community chamber of commerce to develop and implement a tourist strategy that supports the values outlined in this plan		x	x					x			x				x		x	x		x	x																																							x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	identify and encourage maximum protection of unique habitat areas with sensitive ecological or aesthetic value	encourage naturalist groups and govt. agencies to provide information to residents and visitors of actions necessary to protect ESA's as well as endangered plant and animal species		x	x					x		x	x							x		x	x					x									x		x																	x					x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	disperse accommodations in quiet natural settings having the least impact on the quiet rural character of the island	permit B & B's at a small scale as a home occupation, but require larger accommodations to be permitted by rezoning on site-specific application only		x	x					x		x							x	x		x			x		x										x															x						x						
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	encourage a system of neighborhood parks in residential areas	do not permit overnight use or camping in community parks		x	x					x		x								x		x			x										x		x																												
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure all accommodations can be adequately serviced	permit campgrounds by rezoning on site specific application only provided adequate water supply and waste disposal		x	x					x		x							x	x		x	x		x	x																																							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	provide adequate infrastructure for tourist activities	encourage MSBTC to ensure that the appropriate authorities provide sanitary services, including fresh water, toilets, and garbage cans for the visiting public		x	x					x		x								x			x		x	x													x																									

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Table D.1. Tourism Policy and Category Database

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	retain a rural or residential character in all neighborhoods	limit the size of B & B's by the number of bedrooms and ensure that the sewage disposal system is sufficient to accommodate the number of guests		x	x					x		x					x		x	x		x			x	x	x										x															x						x						
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	ensure that land is not used for commercial airstrips	do not permit land-based commercial airstrips		x	x					x		x																												x					x																			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Mayne	1.06	support education, aesthetics, recreation, and spiritual values of the regional park system	support the development of outdoor education or interpretive facilities		x	x					x		x																							x																			x		x								
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	create safe paths for pedestrians and cyclists	support development of a network of pedestrian walkways, cycling paths and trails, and public beach accesses		x	x	x	x	x		x		x																												x			x	x													x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	ensure safe and convenient access by air	do not support expansion of wharves to allow for additional moorage space for float planes		x		x	x	x	x	x		x																												x					x												x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	ensure that land uses permitted by regulation are respectful of the island's environmental sensitivities	protect ocean vistas with regulation or other means		x		x	x	x	x	x		x																																															x					
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	facilitate water transportation services and private marine craft access	provide adequate parking for boat launching facilities		x		x	x			x		x																												x								x			x						x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	facilitate water transportation services and private marine craft access	encourage BC Ferries to provide an adequate level of service, and ensure that expansion of ferry services follows, rather than anticipates, demand		x		x	x	x	x	x		x																											x	x								x	x	x							x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	protect, and encourage awareness of, the environmental resources of the island	protect public access and the right to recreational use of the foreshore		x		x		x		x		x																												x															x		x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	ensure that commercial development does not adversely affect rural character and lifestyle	do not permit tourist oriented or commercial recreational activity on lands suitable for agriculture or in hazardous or ESA's		x	x					x		x							x	x			x					x	x				x																						x						x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	ensure that commercial development does not adversely affect rural character and lifestyle	permit commercial campgrounds for the temporary accommodation of island visitors provided they reflect the rural character of the island		x	x					x		x							x	x		x	x		x																											x												

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	ensure that commercial development does not adversely affect rural character and lifestyle	do not permit commercial accommodation or retail commercial centers in the ALR		x	x					x		x							x	x		x	x		x		x		x				x						x																									
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	maintain the pattern of dispersed small scale tourist-commercial enterprises throughout the island	design commercial development to be small scale, low density business enterprises for the needs of residents and visitors		x	x					x		x					x		x	x		x	x		x	x											x																											
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	increase public awareness of heritage resources	encourage programs to support education and awareness of heritage resources		x	x					x			x	x	x																																					x				x								
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	identify and protect ecological reserves and environmentally sensitive areas and promote ecological values	maintain land dedicated as parkland as ecological reserve or natural area (which may have walking trails) if the site provides a special natural feature, wetland characteristic, wildlife habitat, scenic or archaeological value		x	x					x		x																							x				x	x			x	x								x							x	x	x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	designate the location and type of future parks	do not support development of regional parks or additional provincial parks unless in accordance with objectives and policies of this plan		x	x					x		x																							x				x																									
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	ensure safe and convenient access by air	do not consider an expansion of the existing private airstrip compatible with the rural character of the island		x	x					x		x																												x					x							x					x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	ensure safe and convenient access by air	do not support the establishment of a second emergency helicopter night landing pad		x	x					x		x																											x	x					x												x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	preserve and protect the island's forested areas	encourage the use of forest areas as a means to screen and buffer adjacent land uses or to enhance the scenic qualities of the island		x	x					x		x																	x	x																														x	x				
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -N. Pender	1.06	protect the scenic beauty and rural character of the island's roadways	encourage MOTH to reduce speed limits on roads designated for scenic/heritage value		x	x					x		x																											x	x	x							x				x							x					

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	encourage the protection of coastal and upland areas which are of natural, scenic, historical or archaeological interest, are critical to wildlife, or are sensitive to development and contamination	encourage residents and visitors to protect remaining wildlife, and critical wildlife habitat (e.g. eagle and heron nests, black-tailed deer feeding areas, otter dens, and nesting snags for hole-nesting birds)		x	x	x	x	x	x	x		x								x			x	x													x																									x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	encourage the development of an integrated transportation system that is safe and efficient, has minimal adverse affect on the natural environment, primarily serves residents, and is compatible with the rural character of the Island	encourage restriction of float plane facilities in areas fronting rural residential areas, parks, or traditional recreational boating areas		x	x	x			x	x		x																									x			x					x						x	x			x						x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	encourage the protection of coastal and upland areas which are of natural, scenic, historical or archaeological interest, are critical to wildlife, or are sensitive to development and contamination	encourage property owners to minimize disturbance of scenic landscapes and to retain vegetation as much as possible along public roadsides and along shoreline areas		x	x	x	x			x		x																									x			x	x							x											x	x	x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	identify sites of historic, archaeological, or natural interest and areas of natural beauty or character that warrant preservation and the assurance of public access compatible with ecological preservation of the site	designate as nature appreciation park an area for easy hiking or nature observation with limited development (e.g. basic toilets, interpretive signs, improved trails), and as ocean access an area connecting public land to a beach area or ocean view site		x	x	x		x		x		x																												x			x	x										x		x	x		x		x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	encourage the development of an integrated transportation system that is safe and efficient, has minimal adverse affect on the natural environment, primarily serves residents, and is compatible with the rural character of the Island	encourage MOTH to plan flight paths and direct aircraft over open water and away from the island		x	x	x			x	x		x																									x		x	x					x							x												

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	encourage for use and enjoyment, the establishment of an upland and shoreline trail and park system and to ensure that public access to that system is provided	maintain all water area abutting beaches suitable for recreational use free from development and available for public use		x		x	x	x		x		x																																							x		x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	encourage for use and enjoyment, the establishment of an upland and shoreline trail and park system and to ensure that public access to that system is provided	provide public water access at reasonable intervals between floating structures when such locations for are being defined		x		x		x	x	x		x																												x																	x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	encourage for use and enjoyment, the establishment of an upland and shoreline trail and park system and to ensure that public access to that system is provided	encourage dedication of land along the marine shore for purposes of public open space at the time of subdivision as will dedication of land for purposes of providing public access to the marine shore and where feasible, consolidation of such accesses		x		x	x	x		x		x																												x																	x							
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	ensure that commercial development is rural in scale, and compatible with the rural character of the Island and that such development meets the needs of residents and visitors	allow for differing categories of home occupations including those offering B & B's, however restrict them to specific parcel sizes and to locations where they will have a minimum adverse impact on the environment and on neighboring properties		x	x					x		x							x	x		x			x		x										x															x									x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	ensure that commercial development is rural in scale, and compatible with the rural character of the Island and that such development meets the needs of residents and visitors	maintain commercial facilities for tourist accommodation of low density so as to be in keeping with the Island's rural character with buildings separated from one another by continuous open space areas		x	x					x		x							x	x		x			x												x															x						x						
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	ensure that commercial development is rural in scale, and compatible with the rural character of the Island and that such development meets the needs of residents and visitors	use lands designated commercial primarily for commercial, retail, and tourist facilities		x	x					x	x									x			x	x	x		x										x																											

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	ensure that commercial development is rural in scale, and compatible with the rural character of the Island and that such development meets the needs of residents and visitors	provide for the needs of residents as well as tourist visitors in commercial retail development		x	x					x		x								x			x		x		x										x																												
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	ensure the provision of institutional uses and public services which meet the needs of residents and visitors, yet allow retention of the island's rural character	encourage MSBTC to ask hikers and bicycle campers to arrange for accommodation in established tourist units before they travel to the Island, until facilities are available to alleviate the problems arising from unauthorized camping		x	x					x		x							x	x		x			x																																								
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	encourage the development of an integrated transportation system that is safe and efficient, has minimal adverse affect on the natural environment, primarily serves residents, and is compatible with the rural character of the Island	discourage any proposed development of airports, airstrips, heliports, or helipads		x	x					x		x																									x		x	x					x							x									x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -S. Pender	1.06	protect water supply watersheds and catchment areas for existing and future use	discourage intensive recreational use of wetlands and the use of fuel powered equipment on the lake		x	x				x	x		x																																											x						x	x		
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	make provision for the enjoyment of the natural amenities	permit commercial recreation use (primarily intended for visitors and includes such uses as marinas, hotels, motels, lodges, resorts, and campsites) on the island except in the watershed, farmland, and wilderness reserves		x	x	x	x	x		x	x									x		x	x	x	x			x	x				x																	x	x				x						x	x		x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	maintain sufficient habitat in its natural state to allow wildlife, plant life and marine life to continue to exist and flourish	serve notice to the fed. and prov. govt. via the RD that lands identified as regional scale parks are to be purchased for open space use (e.g. lands with unique recreational potential for visitors due to water access, shore topography, and anchorage)		x		x	x	x	x	x		x								x			x	x	x	x		x							x				x	x															x		x				x			x

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Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	make provision for the enjoyment of the natural amenities	make floats for private moorage as small as practicable and do not render access along coastal areas more difficult		x		x	x	x	x	x		x																												x												x						x					x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	make provision for the enjoyment of the natural amenities	consolidate access ways to and from coastal areas by statute to form small areas for public use where permitted by the nature of the shoreline		x		x	x	x		x		x																												x																		x				x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	make provision for the enjoyment of the natural amenities	group public access rights-of-way to the foreshore to create parcels of sufficient size for park purposes, where topography permits		x		x	x	x		x		x																												x																		x				x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	make provision for the enjoyment of the natural amenities	provide public access to coastal areas for the use and enjoyment of the public		x		x	x	x		x		x																												x																		x				x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	ensure a type, scale, intensity and rate of development that is consistent with the maintenance of the quiet rural atmosphere and minimizes the impact on the natural environment	subject commercial recreation (primarily intended for visitors) development proposals which may have a deleterious impact on adjacent land uses, the natural environment, and the socioeconomic structure of the community to a Land Use Contract		x	x					x		x	x						x	x		x	x		x	x		x									x																x			x						x			
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	maintain sufficient habitat in its natural state to allow wildlife, plant life and marine life to continue to exist and flourish	do not permit camping fires, hunting, or removal of flora and fauna in prov. wilderness reserves		x	x					x	x								x	x		x	x		x										x				x																x						x			x
Islands Trust (Capital)	Electoral Area 'G' Outer Gulf Islands -Saturna	1.06	make provision for the enjoyment of the natural amenities	encourage multiple use of Crown lands compatible with logging activities such as grazing, hiking trails, picnicking, and other forms of recreation		x	x					x		x																	x	x									x	x			x	x												x						x			
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for commercial development where it may be demonstrated that it is at a scale compatible with the needs and size of the community	evaluate applications for additional tourist commercial uses based on public access to the foreshore or adjacent public recreation, existing trails and natural features, adequate off-street parking, and tourist accommodation not to exceed 13 units per ha		x	x	x		x		x		x							x	x		x	x		x	x		x									x			x			x					x							x			x			x			

Appendix D: Policy and Coding Data

Table D.1. Tourism Policy and Category Database

							POLICY CATEGORY																																																											
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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	minimize the noise disturbance of air transport to local residents	encourage Transport Canada and the Dept. of National Defense to ensure flight paths and practice areas for military and civilian air traffic are directed away from the island		x	x	x	x	x	x	x		x																									x		x	x					x																x			
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for water transportation facilities which satisfy local requirements	discuss with BC Ferries; scheduling of a late evening weekend ferry, provision of terminal parking and safe pedestrian routes, scheduling with Nanaimo public transit, and the establishment of incentives for foot passengers		x	x	x	x	x	x	x		x																									x		x	x				x			x	x	x	x														
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	work cooperatively with the prov. govt. in acquiring and managing Crown land on the island	encourage MOTH to mark public road ends providing waterfront access, ensure that they are not obstructed by adjacent land owners, and prevent them from being used for camping or overnight parking		x		x	x			x		x							x	x		x			x	x											x		x	x								x									x							
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	minimize the noise disturbance of air transport to local residents	request commercial float plane operators to limit hours of operation to conform to noise bylaw		x		x			x	x		x																									x			x					x																x			
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	promote the recreational and commercial use of the area's aquaculture resources, provided such use does not detract from the use or enjoyment of the shoreline by the public or upland property owners	do not allow aquaculture sites in areas traditionally used for recreation, moorage of local vessels or landing seaplanes, or in areas that are environmentally sensitive to such development		x		x			x	x		x																	x			x					x		x	x					x						x				x						x			x
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	protect the natural and scenic values of the coastline which provide the Island with its rural marine character	consider applications for new marinas or expansions conditional on minimal conflict with other recreational uses and no damage to nearby areas of ecological significance		x		x	x	x	x	x		x																																						x	x	x									x			x
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide opportunities for the commercial uses of the foreshore and coastal waters provided that such uses do not detract from the marine waters' environmental integrity	zone the surface of the water surrounding the island as water general wherein the permitted uses are boat moorage and boat launching facilities, associated with single family residential uses on adjacent upland, parks, and ecological reserves		x		x	x	x	x	x	x																								x		x			x								x			x										x			x

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Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	involve the community in parks planning	require public road access to the foreshore at the time of subdivision of waterfront properties, and consider consolidation of road ends where it would create a more useable means of public access or is contiguous to an existing or proposed public park		x		x	x	x		x		x																									x			x								x									x							
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	involve the community in parks planning	retain existing road ends providing access to the waterfront for public and emergency vehicle access to the foreshore		x		x	x	x		x		x																									x			x								x									x							
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	manage coastal marine resources in keeping with the Islands Trust preserve and protect mandate	ensure provision for public access to the foreshore in locations where commercial and industrial uses are permitted		x		x	x	x		x		x																								x				x																	x							
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	manage coastal marine resources in keeping with the Islands Trust preserve and protect mandate	designate the BC Ferry water lease lot and ferry slip in Descanco Bay as marine transportation		x		x	x	x	x	x	x																											x	x								x	x	x														
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	oppose any fixed link or bridge to Vancouver Island or ferry connection to the BC Lower Mainland	do not support the development of a bridge or other form of fixed transportation link of any kind		x		x	x	x	x	x		x																										x	x	x							x																	
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for water transportation facilities which satisfy local requirements	support provision of public trailer boat launch ramps and canoe/kayak hand launch beach sites and dinghy docks, subject to adequate parking		x		x	x	x	x	x		x																									x			x								x			x				x										
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for water transportation facilities which satisfy local requirements	ensure that changes to the ferry service involves consultation with the local community		x		x	x	x	x	x		x	x																								x		x	x								x	x	x														
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for water transportation facilities which satisfy local requirements	oppose a major ferry terminal to provide service to Vancouver Island and/or a Lower Mainland destination		x		x	x	x	x	x		x																									x		x	x								x	x	x														
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for water transportation facilities which satisfy local requirements	encourage BC Ferries to maintain the present ferry terminal sites on the Gabriola and Nanaimo side		x		x	x			x		x																									x		x	x								x	x	x														
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	work in cooperation with the RD in acquiring and managing community parks	permit public boat launch facilities within community parks and at public road endings providing waterfront access, subject to adequate parking		x		x	x	x	x	x		x																									x			x								x			x						x							

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Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for commercial development where it may be demonstrated that it is at a scale compatible with the needs and size of the community	provide for a campground zone within the tourist recreational designation subject to the provision of adequate water and sewage treatment		x	x					x		x							x	x		x	x	x	x	x		x									x																		x						x	x		
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	encourage a mix of commercial and other uses in the village center	provide for four separate commercial land use designations; village commercial, local commercial, tourist commercial, and tourist recreational		x	x					x	x									x		x	x	x	x			x																											x									
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	encourage a mix of commercial and other uses in the village center	permit tourist commercial uses such as marina, restaurant, licensed lounge, tourist accommodation, tackle shop and marine outfitters shop, laundromat, retail use, and office use accessory		x	x					x	x									x		x	x		x		x																										x											
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	preserve land with agricultural potential in large parcels	support the use of land in ALR for small-scale, low impact uses (e.g. certain tourism uses), related to farming, subject to the approval of the Agricultural Land Commission		x	x					x		x							x	x			x	x					x				x						x					x																				
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for commercial development where it may be demonstrated that it is at a scale compatible with the needs and size of the community	do not permit any additional lots to be created in the tourist recreation designation		x	x					x		x							x	x		x	x		x			x									x																		x			x						
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide for commercial development where it may be demonstrated that it is at a scale compatible with the needs and size of the community	do not support timeshare developments		x	x					x		x							x	x		x			x												x																											
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	support home occupational uses so as to encourage greater community self-reliance and provide a source of employment for local residents	permit B & B's as a home occupation use		x	x					x		x							x	x		x			x		x										x																											
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	support land uses that provide for a variety of lifestyles which are in keeping with the island's rural character	encourage MELP to eliminate the antlerless hunting season for deer on the island so as to prevent the influx of off-island hunters		x	x					x		x							x	x			x					x											x													x			x									

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	encourage the use of forested land for purposes of recreation, wildlife habitat and maintaining the island's biological diversity	entitle an owner to transfer one residential density to land in the resource designation which would be rezoned to resource residential, for every 8 ha of land in the forestry designation that is dedicated for wilderness recreation		x	x					x		x																	x	x							x																		x						x			x
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	ensure the protection of environmentally sensitive areas	encourage MELP to ensure ESA's on resource land are placed in protective status, or dedicated to the Islands Trust Fund for protection; and public access should be limited to an appropriate level consistent with protecting environmental sensitivity		x	x					x		x																							x				x	x																		x				x			x
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	preserve land with agricultural potential in large parcels	consider proposals to permit low impact recreational uses or ecological reserves on land in the agriculture designation		x	x					x	x																		x				x											x												x						x			x
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	provide transitional areas between the residential and forestry and agricultural parts of the community	combine a land dedication from a resource or forestry designation for park or wilderness recreation with the rezoning of other land into resource residential		x	x					x		x																	x	x					x		x																		x						x			x
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	support forestry practices which are compatible with and complementary to the values of conservation and sustainability	permit wilderness recreation, forestry, ecological reserve, and environmental protection in the forestry/wilderness recreation zone		x	x					x	x																		x	x					x																				x						x			x
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	support timber production while retaining the environmental and recreational values of forested land	support the retention of lands in the forestry designation in large land holdings for sustainable forest management and/or encourage their dedication for wilderness recreation or public recreational trail purposes		x	x					x	x																		x	x										x			x												x						x			x
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	support timber production while retaining the environmental and recreational values of forested land	provide for forestry and forestry/wilderness recreation zones		x	x					x	x																		x	x																									x						x			x

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Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	work in cooperation with the RD in acquiring and managing community parks	encourage the RD to establish regional park sites on the island that are retained predominantly in a natural state, except for a small parking area, a public trail network, and interpretive signs		x	x					x		x																							x					x			x					x						x		x					x			
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	designate scenic/heritage roads which reflect the unique visual and historical qualities of the island	designate as scenic/heritage roads, as agreed to by MOTH; Wharf Road, Berry Point Road, Coast Road; Gray Road, Martin Road, and the North Road tunnel		x	x					x	x																												x	x	x							x				x							x					
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	designate scenic/heritage roads which reflect the unique visual and historical qualities of the island	do not widen scenic or heritage roads except where required as a safety measure, and speed limits should be reduced on these roads as a means of increasing safety		x	x					x		x																												x	x							x				x							x					
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	limit air transportation service to emergency helicopter service and float planes	do not permit terminals and land-based airports, other than the emergency helicopter landing area		x	x					x		x																												x					x																			
Islands Trust (Nanaimo)	Electoral Area 'B' Gabriola Island	0.79	maintain representative areas of rural landscape on the island	permit park, wilderness recreation, forestry, ecological reserve, and environmental protection uses in resource conservation areas		x						x	x																		x	x					x																				x						x			x
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	protect against excessive or pervasive noise and other impacts created by residential, commercial or industrial uses	require that commercial or industrial development proposals provide for the effect on island and neighborhood services, ferry, phone, water sources, roads and traffic noise, and visual impact		x	x	x	x	x	x	x		x																								x	x			x								x	x	x									x		x	x		
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	encourage prov. agencies to manage Crown lands in accordance with the rural character of the island	encourage MAFF in their leasing of mariculture licenses to retain public access to beaches and natural marine resources, minimize conflict with other land uses, and allow for the monitoring of impacts on other marine resources		x		x		x	x	x		x	x																x			x							x	x																	x				x			
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	protect foreshore and marine areas for public enjoyment, public access, and conservation	encourage communal breakwaters, private docks, and boat ramps to alleviate ecological damage as long as the facilities do not impede public access		x		x	x	x	x	x		x																								x								x			x						x				x			x

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Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	protect foreshore and marine areas for public enjoyment, public access, and conservation	allow water access to islets surrounding Lasqueti that do not have direct access to public roads or ferry service, subject to the protection of environmental values		x		x	x	x	x	x		x																												x								x	x	x	x						x				x			
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	protect foreshore and marine areas for public enjoyment, public access, and conservation	recognize of the importance of mariculture facilities as long as they do not impede public access and environmental quality, particularly in regards to shellfish harvesting		x		x		x	x	x		x																	x			x							x	x																	x				x			
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	protect foreshore and marine areas for public enjoyment, public access, and conservation	recognize of the importance of a log watering facility as long as it does not impede public access and environmental quality		x		x	x	x	x	x		x																	x	x									x	x																	x				x			
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	encourage prov. agencies to manage Crown lands in accordance with the rural character of the island	encourage MOTH and the RD to support establishment of public outhouses and picnic tables on public accesses to the foreshore		x		x	x	x		x		x																											x	x																	x							
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	encourage the prov. govt. to maintain adequate ferry service	encourage BC Ferries to maintain the five/six day per week foot passenger only service		x		x	x	x	x	x		x																											x	x				x					x	x														
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	protect foreshore and marine areas for public enjoyment, public access, and conservation	provide public waterfront access to barge and boat ramps, recreation areas, and slipways via roads or walking trails		x		x	x	x	x	x		x																												x			x	x				x			x				x		x							
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	protect foreshore and marine areas for public enjoyment, public access, and conservation	allow consolidation of public accesses to the foreshore in subdivision dedication and encourage identification by signs located on public roads		x		x	x	x		x		x																												x								x									x							
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	encourage prov. agencies to manage Crown lands in accordance with the rural character of the island	encourage the prov. govt. to maintain scenic and environmental values		x	x					x		x																											x																				x	x	x			
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	manage fresh water areas as potential drinking water sources	access significant sources of fresh water by trail only, except as may be required for purposes of firefighting		x	x		x		x	x		x																												x			x														x				x	x		

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Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	encourage prov. agencies to manage Crown lands in accordance with the rural character of the island	encourage MELP and MOF to regulate and maintain recreational activities compatible with the Island's rural nature, and to provide facilities and supervision where needed to protect from adverse effects		x	x					x		x																	x	x									x													x			x									
Islands Trust (Powell River)	Electoral Area 'E' Lasqueti Island	0.63	encourage the RD to liaise with prov. agencies to acquire regional parkland	encourage the RD to consider regional park studies covering use, recreation, and enjoyment of reserve lands		x	x					x		x	x																						x				x																x									
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	recognize the contribution of Mount Arrowsmith Alpine Recreation Area to the tourist-recreational service sector (e.g. seasonal accommodation)	support limited development of accessory uses if incidental, subordinate and exclusively devoted to an outdoor recreational use subject to environmental integrity of the natural landscape, traditional public uses, and unrestricted public access to trails	x		x					x		x						x	x	x		x	x		x	x		x							x					x			x												x		x				x			x
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	direct growth to suitable areas within established urban boundaries, except certain uses on rural and resource land	limit new commercial development to lands within the urban boundary, except home-based businesses and accessory commercial uses to outdoor recreation, and campground or recreational vehicle parks which provide seasonal and temporary accommodation	x		x					x		x								x		x	x	x	x			x	x								x			x								x				x			x									
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	support expanded opportunities for home-based businesses on rural residential, rural, or resource lands as an alternative to commercial development	encourage the RD to amend zoning regulations to accommodate home-based businesses providing compatibility with surrounding land uses, protection of rural integrity, and consideration of cottage industries and B & Bs	x		x					x		x							x	x		x			x		x		x								x															x												

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Table D.1. Tourism Policy and Category Database

REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT			POLICY CATEGORY																																																											
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					inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	support expanded opportunities for home-based businesses within the urban boundary as an alternative to commercial development	encourage the RD to amend zoning regulations to accommodate home-based businesses providing compatibility with surrounding land uses and historic development, and consideration for hospitality, tourism, and retail	x		x					x		x							x	x		x	x		x		x										x															x												
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	achieve a balance between maintaining environmental integrity of the natural landscape and the development of a ski facility	encourage the RD to maintain environmental integrity of the natural landscape, traditional public uses, and unrestricted public access to existing public facilities such as trails of Mount Arrowsmith Regional Park	x		x					x		x																							x					x			x												x		x				x			x
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	ensure standards are suitable to the long term use of surrounding lands	limit access to the inland island highway and encourage the maintenance of an extensive natural landscape buffer along the highway corridor by not rezoning adjacent land for more intensive uses	x		x					x		x																												x	x							x									x		x	x	x			x
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	facilitate the protection and provision of public access to regionally significant, natural landscapes and corridors	encourage MELP to require access for subdivision of land adjacent to a river or lake with an assessment of location options for suitable public beach access road designations	x		x		x			x		x																											x	x								x									x				x			
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	facilitate the protection and provision of public access to regionally significant, natural landscapes and corridors	do not support encroachment by private individuals to occupy road ends that provide access to a watercourse or lake	x		x		x		x	x		x																												x								x									x				x			
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	facilitate the protection and provision of public access to regionally significant, natural landscapes and corridors	acquire parkland where the land improves access to a river or lake	x		x		x		x	x		x																							x					x																	x				x			
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	recognize Mount Arrowsmith Regional Park as a significant, interregional park which includes a ski facility	recognize Mount Arrowsmith Alpine Recreation Area as providing for nature-based, outdoor activities, including a ski facility	x		x					x	x																								x																				x						x			

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Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	maintain the long-term viability of the natural resource value of the land base and protect it from activities and lands uses which may diminish its resource value or potential	permit outdoor recreational uses which specifically excludes recreational facilities and fairgrounds, but are incidental, subordinate, and exclusively devoted to an outdoor recreational use	x		x					x		x																	x																								x		x									
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	preserve the rural character of the area in the rural residential and resource use designation	do not permit additional mobile home parks, campgrounds, and recreational vehicle parks, and limit existing accommodation for an individual to six months in any calendar year	x		x					x		x										x	x		x				x								x			x								x				x			x									
Nanaimo	Electoral Area 'C' Arrowsmith Benson/ Cranberry Bright	1.01	support the use of prov. forest lands for recreational enjoyment and education	encourage MOF to manage prov. forests for recreational use where appropriate	x		x					x	x																		x	x									x																x	x								
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	encourage the development of the coastal zone as a resort commercial destination with the Qualicum Bay Village Center as the focus for resort services	designate areas resort commercial where the focus is resort commercial type land uses to serve the traveling public		x	x	x	x	x	x	x	x									x		x		x	x															x																									
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	improve public beach access and linear recreational connections along creeks and river corridors as well as waterfront areas	obtain parkland for community recreation, nature preservation, linear connections, greenbelt, and access to the waterfront		x	x	x	x	x		x		x																									x			x															x		x							
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	support the visual protection of the inland island highway corridor with buffer areas including setbacks, greenways and landscaping requirements	support Hwy. 19 improvements and shouldering of two lane sections and the creation of linkages to village centers, rural residential neighborhoods, and scenic coastal resources		x	x	x	x	x	x	x		x																									x		x	x	x							x											x	x				
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	discourage development which would alienate the foreshore from public access or impact on the natural environment	do not permit the construction of seawalls, fill, or other intrusions along the foreshore in a manner that obstructs recreational activity and pedestrian access to public beaches or foreshore areas		x		x	x	x		x		x																												x				x											x		x				x			

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Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	encourage opportunities for recreational and commercial transportation from Deep Bay Harbor	encourage the commission to ensure accessibility of small vessels to the harbor and the maintenance of clear surface water areas with minimal long-term anchoring of barges or boats		x		x			x	x		x																											x	x										x	x				x		x							
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	recognize the foreshore and waterfront areas as an integral part of the community character, and as major destinations for leisure and recreational pursuits	encourage MOTH to foster the improvement of beach access road right-of-ways for public recreational use and beach access or designation for park purposes where appropriate		x		x	x	x		x		x																									x		x	x								x									x							
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	recognize the role of the Deep Bay Harbor Commission in regulating boating activity	recognize the regulatory role in the harbor in cooperation with the Federal Small Crafts and Harbors Branch		x		x			x	x		x																											x	x										x	x													
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	support the development of aquaculture in appropriate locations on the foreshore, providing it does not conflict with recreational public uses of the coastal zone	recognize the existing shellfish culture leases west of Deep Bay but do not permit seafood processing		x		x	x	x	x	x		x																	x			x							x																x									
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	ensure that the type and scale of resort commercial development follows community preference	review the expansion of resort commercial uses with the adequacy of the road pattern for traffic generated, buffering and screening of sites from existing or potential residential uses wherever possible, and the protection of the natural environment		x	x					x		x	x						x	x		x			x												x			x	x							x											x		x			
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	ensure that recreation resort uses are developed in a manner which do not have negative environmental or neighborhood impacts	provide guidance to the form and character of recreation resort development		x	x					x		x							x	x		x	x		x			x									x																	x									
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	ensure that the type and scale of resort commercial development follows community preference	do not support strata conversion of resort commercial uses to residential uses where it would reduce opportunities for tourism		x	x					x		x						x		x		x			x												x																									

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Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	foster protection of the environment and outdoor recreational opportunities on land designated resource management	consider recreational zoning for cottages and campgrounds on land adjoining Horne Lake, provided it does not involve the FLR, Tree Farm License, or accommodation below the 200-year flood level, with new recreation resorts requiring a public review		x	x		x			x		x	x						x	x		x	x	x	x			x	x	x							x		x																x									
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	recognize existing recreation resort uses	designate areas recreation resort where the focus is on seasonal recreational resort activities which rely on an outdoor recreation resource setting		x	x					x	x									x		x	x	x	x			x																											x									
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	recognize existing resort commercial uses	consider rezoning for expansion of resort commercial facilities subject to development permit criteria		x	x					x		x								x		x		x	x																																							
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	support the area's forest lands available for recreational enjoyment and education	support the protection of forestry-related uses of land in the FLR but permit subordinate uses such as passive outdoor recreational activities, where such uses do not contribute to the degradation of land and water quality		x	x					x		x																	x	x									x					x											x	x					x	x		
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	support the area's forest lands available for recreational enjoyment and education	encourage MOF and major forest companies to ensure the sustainability of outdoor recreation exists in natural woodlands, including the controlled use of private logging roads and areas during nonoperational periods for public recreational use		x	x					x		x																	x	x									x	x		x						x							x	x					x			
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	encourage VIA Rail to maintain existing railway transportation services to the area	encourage VIA Rail to continue providing rail services to the area		x	x					x		x																												x							x																	

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Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	support the visual protection of the inland island highway corridor with buffer areas including setbacks, greenways and landscaping requirements	do not support the exclusion of lands within the FLR or ALR on land adjoining the inland island highway, and do not support rezoning or subdivision where it may impact on the visual integrity and rural landscape setting of the visual corridor		x	x					x		x																	x	x			x						x	x	x							x				x							x	x				
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	support the visual protection of the inland island highway corridor with buffer areas including setbacks, greenways and landscaping requirements	consider Development Permit Areas for protecting the visual integrity of the island highway corridor in consultation with MOTH and adjoining landowners		x	x					x		x																											x	x	x							x											x	x				
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	support the visual protection of the inland island highway corridor with buffer areas including setbacks, greenways and landscaping requirements	encourage MOTH to provide large green belts or visual landscape integrity buffers adjacent to the hwy.		x	x					x		x																											x	x	x							x											x	x				
Nanaimo	Electoral Area 'H' Shaw Hill/Deep Bay	1.02	support the visual protection of the inland island highway corridor with buffer areas including setbacks, greenways and landscaping requirements	do not support commercial, industrial, or higher density residential land uses within the visual corridor of the hwy.		x	x					x	x																									x	x			x	x							x											x	x				
Nanaimo	Nanaimo	1.69	provide adequate parks and open space for high quality recreation to support both residential use and the local tourism industry	acquire land for parks which provide access to waterfront land, including the sea, lakes, and watercourses		x	x	x	x	x	x	x		x						x		x			x	x	x	x		x							x		x			x															x		x							
Nanaimo	Nanaimo	1.69	achieve a mix of land uses on harborfront land without compromising marine activity	support residential and hotel use as primary waterfront uses providing no conflicts with marine activities, harbor views, or public waterfront access		x		x	x		x	x		x							x	x		x			x	x										x	x			x																	x		x					
Nanaimo	Nanaimo	1.69	achieve a mix of land uses on harborfront land without compromising marine activity	permit water-based air travel services and tourism and hospitality focused on the waterfront theme as secondary uses		x		x	x	x	x	x	x									x	x				x		x													x					x																			
Nanaimo	Nanaimo	1.69	achieve a mix of land uses on harborfront land without compromising marine activity	permit tourist commercial development on Protection Island provided adequate marine servicing needs are met		x		x	x	x	x	x		x							x	x		x			x	x																																						
Nanaimo	Nanaimo	1.69	mix and intensify land use in growth centers	maximize marine tourism and public uses in neighborhood villages in Sealand		x		x	x	x	x	x	x									x			x		x																																							

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Nanaimo	Nanaimo	1.69	increase public waterfront access while minimizing disturbance to waterfront vegetation and environmental features	obtain public routes of waterfront access through road dedication or right-of-way agreements with landowners		x		x	x			x		x																													x								x									x				x			x
Nanaimo	Nanaimo	1.69	increase public waterfront access while minimizing disturbance to waterfront vegetation and environmental features	encourage MELP to procure public rights-of-way authorized under the Land Titles Act to enhance public waterfront access		x		x	x			x		x																											x	x								x									x				x			x
Nanaimo	Nanaimo	1.69	achieve a mix of land uses on harborfront land without compromising marine activity	encourage the BC Ferry Corp. to provide foot passenger service from downtown Nanaimo to downtown Vancouver		x		x	x	x	x	x		x																												x				x					x	x														
Nanaimo	Nanaimo	1.69	achieve a mix of land uses on harborfront land without compromising marine activity	explore transit exchanges that include seaplane and passenger rail services		x		x	x	x	x	x		x																												x					x	x																		
Nanaimo	Nanaimo	1.69	complete an uninterrupted waterfront trailway	work with the Harbor Commission and the BC Ferry Corp. to extend the waterfront trailway from Departure Bay to the Nanaimo River		x		x	x			x		x																												x			x																					
Nanaimo	Nanaimo	1.69	preserve views of Departure Bay, Newcaste Channel, and the inner harbor during development of harborfront land	maintain waterfront views and access as principal criteria in waterfront development design		x		x	x			x		x																												x																	x		x	x				
Nanaimo	Nanaimo	1.69	preserve views of Departure Bay, Newcaste Channel, and the inner harbor during development of harborfront land	encourage the Harbor Commission to minimize development of new fixed or floating structures below the high water mark		x		x	x	x	x	x		x																								x																							x	x				
Nanaimo	Nanaimo	1.69	promote an interregional transportation strategy	support the Harbor Commission in retaining commercial and recreational air travel services in the harbor		x		x	x	x	x	x	x																													x					x										x									
Nanaimo	Nanaimo	1.69	provide for a variety of growth centers	encourage development form in the downtown town center to support the heritage theme, and cultural and tourist functions of the old city		x	x					x		x		x		x				x			x		x		x																									x												
Nanaimo	Nanaimo	1.69	develop a comprehensive trailway system to support pedestrian travel for commuting, recreation, and tourism	develop trailways as multi-use corridors		x	x					x		x								x	x		x	x	x	x		x												x			x	x											x									

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Nanaimo	Nanaimo	1.69	protect or enhance the views of and from major gateways to the city	establish critical view points, view planes, and view sheds for future planning and design review purposes (e.g. Newcastle Channel, Strait of Georgia, Mt. Benson, and the island highway)		x	x					x		x		x		x																																												x	x				
Nanaimo	Nanaimo	1.69	provide opportunities for nature appreciation in ESAs	support community organizations in acquiring land or conservation covenants on private land for protection, including demonstration farms for educational, recreational, or tourism uses		x	x					x	x																		x				x				x																			x						x			x
Nanaimo	Parksville	0.83	create an overall mood that reinforces the city's BC waterfront setting	create a strong visual and physical connection of the downtown core to the waterfront and surrounding residential areas		x		x	x			x		x		x		x																					x																							x					
Nanaimo	Parksville	0.83	create an overall mood that reinforces the city's BC waterfront setting	develop a contemporary west coast character, theme, and building vernacular which recognizes the city's setting and amenities		x		x	x			x		x		x		x																																																
Nanaimo	Parksville	0.83	maintain a balance between protection of the natural environment and land development	provide public access to and along the beach		x		x	x			x		x																											x																	x				x			
Nanaimo	Parksville	0.83	provide a comprehensive parks and recreation system emphasizing access to the waterfront, walking and cycling, and the enjoyment and preservation of the natural environment	develop a waterfront walkway/bikeway beginning at the Central Waterfront/Community Park area		x		x	x			x		x																											x			x	x												x		x				x			
Nanaimo	Parksville	0.83	improve the appearance of commercial areas	encourage long-term development of tourist commercial properties on Parksville Bay that ensures public waterfront access, protection and enhancement of view corridors, and high quality architectural and pedestrian-oriented design		x		x	x			x		x																											x				x														x		x					
Nanaimo	Parksville	0.83	achieve the desired character and identity for the Craig Bay Resort area	site multifamily residential units and their parking and access facilities separately from tourist accommodation units		x	x					x		x		x		x				x		x				x	x												x			x								x										x							

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Table D.1. Tourism Policy and Category Database

							POLICY CATEGORY																																																											
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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Nanaimo	Parksville	0.83	designate uses for major land use development categories	permit motels, hotels, campgrounds, restaurants, gift shops, and amusement parks as properties for tourist commercial development		x	x					x	x									x		x	x		x		x																																					
Nanaimo	Parksville	0.83	emphasize tourist accommodation uses in the Craig Bay Resort area to further economic development	create a resort commercial and a tourist accommodation future land use designation for temporary accommodation at prescribed densities		x	x					x	x								x	x		x		x	x																																								
Powell River	District of Powell River	0.95	revitalize the Marine Ave. commercial area as a retail shopping and specialty tourist-oriented center	foster traffic rerouting, pedestrian circulation, and civic square development proposals		x	x	x	x			x		x								x	x				x	x	x													x	x			x				x																
Powell River	District of Powell River	0.95	provide an efficient transportation system for the movement of goods and services between the different areas of the municipality and other communities	consider a major upgrading of the BC Ferry terminal including improvements to ferry traffic circulation and the parking system in cooperation with BC Ferries		x	x	x	x			x		x																											x	x	x							x	x	x								x						
Powell River	District of Powell River	0.95	provide an efficient transportation system for the movement of goods and services between the different areas of the municipality and other communities	continue to provide regional for air transportation needs through the municipal airport and the Powell River float plane facility, and undertake planned improvements to the municipal airport		x	x	x	x	x	x	x		x																												x					x																			
Powell River	District of Powell River	0.95	promote economic development and tourism opportunities to permit expansion of the economic and employment base of Powell River	investigate the opportunity for serving the cruise ship industry, and if practical, such facilities should be located within, or close to, the Westview waterfront area		x		x	x	x	x	x		x	x	x		x			x	x	x	x		x	x															x										x														
Powell River	District of Powell River	0.95	promote economic development and tourism opportunities to permit expansion of the economic and employment base of Powell River	relocate the tourist information booth to a civic plaza in the waterfront		x		x	x			x		x		x	x				x	x			x		x		x																																					
Powell River	District of Powell River	0.95	enhance the social characteristics of the community by providing adequate amenities in locations capable of best serving residents	retain the former arena site west of Marine Ave. and along the waterfront for long-term use as a park and recreation site for public assembly, tourist, active recreation, market, or entertainment uses		x		x	x			x	x									x			x	x			x	x							x		x																x		x									

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Powell River	District of Powell River	0.95	provide an efficient transportation system for the movement of goods and services between the different areas of the municipality and other communities	consider capital and operational costs, road access and improvements, and social, economic, and environmental impacts in alternatively locating the BC Ferry terminal on the former golf course site		x		x	x			x		x																											x	x								x	x	x											x			
Powell River	District of Powell River	0.95	guide land use and development to accommodate new growth while maintaining scenic quality, small-scale urban form, and public green space and waterfront access	permit marinas and associated uses in the waterfront abutting commercial and medium density residential areas (e.g. fuel sales, marine repair and supply, boat rentals and clubs, wharves or floats for boats, ferries, and float planes)		x		x	x	x	x	x		x																									x			x					x				x	x	x						x		x					
Powell River	District of Powell River	0.95	guide land use and development to accommodate new growth while maintaining scenic quality, small-scale urban form, and public green space and waterfront access	develop expanded marina parking, boat ramps, and related facilities on the waterfront property on Willingdon Ave.		x		x	x	x	x	x		x																											x								x		x	x						x		x					
Powell River	District of Powell River	0.95	guide land use and development to accommodate new growth while maintaining scenic quality, small-scale urban form, and public green space and waterfront access	establish a seawall walkway along the Westview waterfront		x		x	x			x		x																											x			x	x													x							
Powell River	District of Powell River	0.95	improve public access to waterfront areas for recreation	support public access to the Malaspina Strait watertfront and as funds are available, a continuous waterfront walkway from Grief Point to Willingdon Beach Park		x		x	x			x		x																											x			x	x											x		x							
Powell River	District of Powell River	0.95	enhance the social characteristics of the community by providing adequate amenities in locations capable of best serving residents	permit campgrounds and outdoor recreation uses in resource areas subject to suitable zoning, road access, and services provided such uses do not have a negative impact on adjacent development		x	x					x		x							x	x	x	x	x	x	x	x		x	x								x			x	x							x							x		x							

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Powell River	District of Powell River	0.95	enhance the social characteristics of the community by providing adequate amenities in locations capable of best serving residents	permit campgrounds and outdoor recreation uses in rural areas subject to suitable zoning, road access, and services provided such uses do not have a negative impact on adjacent development		x	x					x		x							x	x	x	x	x	x	x	x		x									x			x	x								x							x		x							
Powell River	District of Powell River	0.95	enhance the social characteristics of the community by providing adequate amenities in locations capable of best serving residents	develop Mowat Bay Park, on Powell Lake, as a municipal park with boat launch, beach, picnic site, marina, and campground/RV facilities		x	x		x		x	x		x								x		x	x		x										x		x			x								x			x													
Powell River	District of Powell River	0.95	identify unique development opportunities in Milltown Center to rejuvenate the area while maintaining its historical value	consider mixed zoning through the provision of pedestrian walkways to afford interesting views, which are sensitive to established trees and vegetation		x	x					x		x																												x			x	x								x							x		x			x
Powell River	District of Powell River	0.95	improve public access to waterfront areas for recreation	acquire additional waterfront property along the shore of Cranberry Lake for a natural walkway		x	x		x			x		x																												x			x	x											x		x				x			
Powell River	District of Powell River	0.95	protect the health of residents and minimize impacts on its land, water, and air resources	consider tree protection, view and natural area impacts, traffic management including nonvehicular access, and energy efficiency in assessing development permit applications on resource lands		x	x					x		x																									x			x	x			x				x									x		x		x		x	
Powell River	District of Powell River	0.95	protect the health of residents and minimize impacts on its land, water, and air resources	limit urban development of flood-prone Crown lands by limiting its use to resource, park, and open space		x	x					x	x																		x								x		x																x						x		x	
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	ensure the provision of sufficient parks, recreation, and open space areas to meet the long-term diverse recreational needs of local residents and the visiting public	require the provision of public access to the foreshore and, whenever feasible, areas of public open space on adjacent uplands for commercial recreation in the coastal zone		x	x	x	x	x		x		x								x			x	x	x	x		x							x		x			x															x		x							

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Powell River	Electoral Area 'C' Portion of Southern RD	1.04	encourage the use and management of the area's natural resources on a sustainable basis to maximize their long-term benefits to the planning area while minimizing adverse impacts of resource development	support Crown land referrals for forestry and aquaculture in recreational areas of the coastal zone providing that associated residential or processing facilities are located in upland areas with provisions for sewage and solid waste disposal		x	x	x	x	x	x	x		x																	x	x		x					x		x																x									
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	maintain or enhance the environmental, economic, aesthetic, and recreational values of the coastal zone	require the provision of public access to the foreshore for development involving coastal land, particularly those areas having high recreation potential or scenic value		x		x	x	x		x		x																												x															x		x		x	x	x			
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	maintain or enhance the environmental, economic, aesthetic, and recreational values of the coastal zone	locate buildings to enhance the visual quality of the shoreline and avoid interference with views from inland properties		x		x	x	x		x		x																									x																			x				x		x			
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	maintain or enhance the environmental, economic, aesthetic, and recreational values of the coastal zone	require subdivision of coastal fronting land to accommodate future settlement without compromising the visual quality of the shoreline		x		x	x	x		x		x																																											x				x		x			
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	maintain or enhance the environmental, economic, aesthetic, and recreational values of the coastal zone	require construction of public access routes around or across foreshore leases or license areas in tenure agreements to maintain maximum public use of the foreshore		x		x	x	x		x		x																	x										x	x																x		x				x			
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	maintain or enhance the environmental, economic, aesthetic, and recreational values of the coastal zone	locate physical structures where they will not interfere with natural shore processes to prevent degradation of recreational beaches and estuaries (e.g. log dumps and booms, aquaculture, launch ramps, breakwaters, and docks)		x		x	x	x	x	x		x																	x			x							x									x			x				x						x			
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	ensure the provision of sufficient parks, recreation, and open space areas to meet the long-term diverse recreational needs of local residents and the visiting public	encourage MELP to upgrade and expand Saltery Bay Prov. Park by enlarging parking areas, improving boat launching facilities, and developing trails to access small pocket beaches fronting the adjacent Crown forest land		x		x	x	x	x	x		x																	x	x					x		x		x	x			x					x			x				x		x								

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Powell River	Electoral Area 'C' Portion of Southern RD	1.04	encourage the use and management of the area's natural resources on a sustainable basis to maximize their long-term benefits to the planning area while minimizing adverse impacts of resource development	encourage MOF to implement programs which will minimize the visual impacts of forest operations on the landscape with respect to scenic values for tourism and the area's rural residential character		x	x					x		x						x		x			x	x					x	x							x		x													x							x	x	x			
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	ensure the provision of sufficient parks, recreation, and open space areas to meet the long-term diverse recreational needs of local residents and the visiting public	permit ESAs to be used for parks, open space, or low impact recreational uses		x	x					x		x							x	x			x	x	x			x							x		x							x											x							x			x
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	ensure the provision of sufficient parks, recreation, and open space areas to meet the long-term diverse recreational needs of local residents and the visiting public	encourage MOF and private forest companies to preserve within their holdings undeveloped pockets of wilderness for public enjoyment		x	x					x	x									x			x	x				x	x	x							x		x																x							x			
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	encourage the use and management of the area's natural resources on a sustainable basis to maximize their long-term benefits to the planning area while minimizing adverse impacts of resource development	permit uses on resource land which are compatible with resource operations (e.g. campgrounds, hiking trails, and wilderness lodges)		x	x					x		x						x	x	x		x	x	x	x	x		x												x			x	x											x										
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	ensure the provision of sufficient parks, recreation, and open space areas to meet the long-term diverse recreational needs of local residents and the visiting public	support MOF's policy to develop recreational sites on Crown forest land and work with them to develop a system of alpine hiking trails, cross-country ski trails, and campsites		x	x					x	x									x		x	x	x	x	x		x	x	x							x		x	x			x	x											x										
Powell River	Electoral Area 'C' Portion of Southern RD	1.04	encourage the use and management of the area's natural resources on a sustainable basis to maximize their long-term benefits to the planning area while minimizing adverse impacts of resource development	do not support applications for salmon farms to be located between the district boundary and Saltery Bay in recognition of the area's established recreational use		x	x				x	x		x																	x			x							x																x							x	x		x

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Powell River	Electoral Area 'D' Texada Island	0.84	ensure the provision of sufficient and suitable recreational land to meet the present and future recreational needs of the local and visiting public	endorse the development of commercial recreation uses of a type and scale which harmonize with the natural environment and rural lifestyle of the island (e.g. hiking, camping, sport fishing, boating, diving, and low impact accommodations)		x	x	x	x	x	x	x		x							x	x		x	x	x	x			x									x			x				x							x	x			x						x			
Powell River	Electoral Area 'D' Texada Island	0.84	minimize any negative environmental or social consequences of resource management or development	encourage MOF to retain buffer strips adjoining the ocean, freshwater bodies, and public roads to protect against structural damage, degradation of water quality, and negative visual impacts of logging		x	x	x	x			x		x																	x	x									x	x		x																	x		x	x		
Powell River	Electoral Area 'D' Texada Island	0.84	minimize any negative environmental or social consequences of resource management or development	encourage MOF to locate logging truck routes and foreshore dumping and booming sites where their visual and auditory impact will be least disturbing to residential or public recreation areas		x	x	x		x		x		x																	x	x							x		x	x		x													x				x		x			
Powell River	Electoral Area 'D' Texada Island	0.84	preserve the beauty of the shoreline, provide coastal areas for public use and enjoyment, and prevent damage to sensitive coastal resources	encourage a pattern of coastal settlement which intersperses clusters of development with stretches of undisturbed natural landscape		x	x	x	x	x		x		x																									x																							x	x			
Powell River	Electoral Area 'D' Texada Island	0.84	enhance the ecological, economic, recreational, and aesthetic qualities of the island's coastal area	encourage residential subdivisions which provide areas of open space and suitable public beach access while maintaining maximum residential privacy		x	x	x	x	x		x		x																									x			x															x		x		x						
Powell River	Electoral Area 'D' Texada Island	0.84	establish a safe an efficient transportation network to meet but not exceed the future needs of residents and resource users	encourage that roads are constructed, where possible, to provide exposure to marine views		x	x	x			x	x		x																									x			x	x							x											x					
Powell River	Electoral Area 'D' Texada Island	0.84	ensure the provision of sufficient and suitable recreational land to meet the present and future recreational needs of the local and visiting public	enhance suitable foreshore recreation areas for public access as development occurs		x		x		x		x		x								x			x	x				x									x																		x		x								
Powell River	Electoral Area 'D' Texada Island	0.84	enhance the ecological, economic, recreational, and aesthetic qualities of the island's coastal area	preserve for public harvesting some shellfish beaches which have road access or are close to recreation areas		x		x	x	x		x		x																	x			x								x	x							x							x		x		x		x			x

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Powell River	Electoral Area 'D' Texada Island	0.84	enhance the ecological, economic, recreational, and aesthetic qualities of the island's coastal area	locate boat ramps, docks, or other physical structures where they will not result in degradation of other important coastal features, such as recreational or shellfish beaches		x		x	x	x	x	x		x																	x			x								x								x			x				x				x		x			x
Powell River	Electoral Area 'D' Texada Island	0.84	enhance the ecological, economic, recreational, and aesthetic qualities of the island's coastal area	endorse uses compatible with the conservation of the fisheries resources, including but not limited to commercial and recreational fishing, fisheries enhancement, public and limited commercial shellfish harvesting, and low intensity use of uplands		x		x	x	x	x	x		x																	x			x												x											x				x		x			x
Powell River	Electoral Area 'D' Texada Island	0.84	enhance the ecological, economic, recreational, and aesthetic qualities of the island's coastal area	encourage MAFF and DFO to promote projects which improve local fresh and salt water fisheries resources for the benefit of sport fishing		x		x			x	x		x																	x			x							x																x				x		x			x
Powell River	Electoral Area 'D' Texada Island	0.84	enhance the ecological, economic, recreational, and aesthetic qualities of the island's coastal area	develop aquaculture operations away from settlements, high capability public recreation areas, and from other established and potentially conflicting uses		x		x			x	x		x																	x			x					x		x																x				x		x			
Powell River	Electoral Area 'D' Texada Island	0.84	enhance the ecological, economic, recreational, and aesthetic qualities of the island's coastal area	encourage MOTH to locate public beach accesses where the upland topography and foreshore features are most suitable for public use and enjoyment		x		x	x	x		x		x																											x	x	x								x							x		x		x					
Powell River	Electoral Area 'D' Texada Island	0.84	preserve for public enjoyment areas of particular biological, recreational, scenic, or historical significance	preserve unique features which contribute to the island's identity for enjoyment by both local residents and tourists (e.g. remnants of the mining industry, unique vegetation or landforms, and areas of archaeological or extraordinary scenic value)		x	x					x		x				x				x			x	x	x			x	x		x						x															x			x				x		x			x
Powell River	Electoral Area 'D' Texada Island	0.84	ensure the provision of sufficient and suitable recreational land to meet the present and future recreational needs of the local and visiting public	allow preservation areas to be used as open space or for other compatible low impact uses such as forest management or passive recreation		x	x					x		x							x	x			x	x				x	x	x							x							x											x									

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Powell River	Electoral Area 'D' Texada Island	0.84	ensure the provision of sufficient and suitable recreational land to meet the present and future recreational needs of the local and visiting public	encourage MELP to provide the RD an opportunity to acquire for regional park purposes any recreation reserves the province may decide to relinquish		x	x					x	x									x			x	x	x			x							x		x		x																x									
Powell River	Electoral Area 'D' Texada Island	0.84	ensure the provision of sufficient and suitable recreational land to meet the present and future recreational needs of the local and visiting public	encourage MOF to retain solely for recreational use those areas within the Strait of Georgia Provincial Forest identified as having high recreational potential		x	x					x	x									x			x	x				x	x	x							x		x																x									
Powell River	Electoral Area 'D' Texada Island	0.84	ensure the provision of sufficient and suitable recreational land to meet the present and future recreational needs of the local and visiting public	encourage MOF and MELP to provide wilderness recreation areas on suitable Crown land		x	x					x	x									x			x	x				x		x							x		x																x									
Powell River	Electoral Area 'D' Texada Island	0.84	ensure the provision of sufficient and suitable recreational land to meet the present and future recreational needs of the local and visiting public	encourage, where compatible with forest management, the preservation of undeveloped, wilderness recreation areas for public enjoyment		x	x					x		x							x	x			x	x				x	x	x							x																		x									
Powell River	Electoral Area 'D' Texada Island	0.84	ensure the provision of sufficient and suitable recreational land to meet the present and future recreational needs of the local and visiting public	discourage logging within significant recreation areas		x	x					x		x						x		x			x	x				x	x	x							x																		x									
Powell River	Electoral Area 'D' Texada Island	0.84	establish a safe an efficient transportation network to meet but not exceed the future needs of residents and resource users	encourage land uses which are compatible with aviation activity in the vicinity of Gillies Bay Airport, particularly those which enhance air tourism while being consistent with community watershed policies		x	x					x		x						x	x	x	x				x												x								x																			
Powell River	Electoral Area 'D' Texada Island	0.84	minimize any negative environmental or social consequences of resource management or development	locate commercial recreation developments so as to minimize disturbance to the landscape, preserve unique environmental features, and maintain native vegetation except where clearing enhances a scenic view		x	x					x		x																	x																										x				x		x			x
Powell River	Electoral Area 'D' Texada Island	0.84	minimize any negative environmental or social consequences of resource management or development	encourage MOF to selectively log in community watersheds and recreation areas		x	x					x		x																	x	x							x		x																x						x	x		

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Powell River	Electoral Area 'D' Texada Island	0.84	minimize any negative environmental or social consequences of resource management or development	encourage MELP to prohibit the construction of permanent or temporary dwellings on mineral claims granted on land within a designated provincial recreation reserve		x	x					x		x																	x		x								x																x						x			
Powell River	Electoral Area 'D' Texada Island	0.84	preserve for public enjoyment areas of particular biological, recreational, scenic, or historical significance	seek the cooperation of other govt. agencies and private landowners in preserving significant areas which may be identified as development occurs (e.g. archaeological sites or historic structures, unique landforms or vegetation, and highly scenic areas		x	x					x		x																											x													x			x				x		x			x
Powell River	Electoral Area 'D' Texada Island	0.84	establish a safe an efficient transportation network to meet but not exceed the future needs of residents and resource users	encourage MOTH to restrict clearing of vegetation in untraveled road rights-of-way except for safety reasons and where clearing allows for a scenic view		x	x					x		x																									x		x	x	x							x											x					x
Powell River	Electoral Area 'D' Texada Island	0.84	expand the contribution of mining, quarrying, and associated developments to the island economy	develop land surrounding existing or potential quarry operations for uses that will not conflict with the mining activity (e.g. high density residential and major public or commercial recreation uses are not considered appropriate)		x	x					x		x																	x		x						x																			x									
Powell River	Electoral Area 'D' Texada Island	0.84	maximize land use options for future generations	encourage MOF to permit other uses in the Provincial Forest in addition to forest management including mineral extraction, low impact recreation, and public utilities and parks		x	x					x	x																		x	x	x				x				x					x												x									
Powell River	Electoral Area 'D' Texada Island	0.84	maximize land use options for future generations	permit other uses in agricultural zones including residential, mineral extraction, forest management and harvesting, low-impact recreation, and public utilities and parks		x	x					x	x																		x	x	x		x				x							x												x									

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Powell River	Electoral Area 'D' Texada Island	0.84	protect the Priest Lake watershed from deleterious activity and uses which would tend to result in erosion, siltation, and pollution of essential water resources	permit uses including residential and home occupation, noncommercial agriculture, forest management and harvesting, mineral extraction, low impact recreation, and public utilities and parks		x	x					x	x																		x	x	x		x				x							x											x							x		
Squamish-Lillooet	District of Squamish	1.25	protect natural areas for fish and wildlife habitat and to provide open space and recreation	support the enhancement of adventure sports such as rock climbing, wind surfing, and mountain biking for residents and visitors		x	x	x	x	x	x	x	x									x			x		x			x									x																		x						x			x
Squamish-Lillooet	District of Squamish	1.25	provide access to, and from new areas of development	improve public waterfront access through design requirements and rights-of-way acquisitions as a high priority to enable residents and visitors to take advantage of natural amenities		x	x	x	x			x		x								x	x		x		x	x											x			x																	x				x			
Squamish-Lillooet	District of Squamish	1.25	protect natural areas for fish and wildlife habitat and to provide open space and recreation	support recreational uses in the Squamish Estuary to include wind surfing, nature observation, hiking, and boating		x		x	x	x	x	x	x									x			x		x			x																								x				x						x			x
Squamish-Lillooet	District of Squamish	1.25	ensure that a sufficient land base is retained to promote tourist attractions and opportunities	accommodate tourism and commercial recreation development at the southern gateway to the district		x	x					x		x		x	x					x			x	x	x	x		x																												x									
Squamish-Lillooet	District of Squamish	1.25	explore potential linkages between the arts and tourism	support the involvement of artists and arts organizations in tourist promotion		x	x									x	x					x			x				x																									x												
Squamish-Lillooet	District of Squamish	1.25	protect natural areas for fish and wildlife habitat and to provide open space and recreation	recognize the importance of prov. parks as unique locations to be protected as recreation areas and as tourist destinations		x	x					x	x							x		x			x	x	x			x							x				x																x						x			x
Squamish-Lillooet	District of Squamish	1.25	protect natural areas for fish and wildlife habitat and to provide open space and recreation	support an expansion of tourist potential which is managed to ensure the protection of the natural environment		x	x					x		x							x	x			x					x																											x						x			x
Squamish-Lillooet	District of Squamish	1.25	encourage tourism development which is architecturally compatible with the area	concentrate tourist accommodation and commercial recreation developments in the downtown area		x	x					x		x							x	x		x	x		x			x																												x									
Squamish-Lillooet	District of Squamish	1.25	encourage tourism development which is architecturally compatible within the area	avoid further strip commercial development along Hwy. 99		x	x					x		x							x	x	x	x			x															x	x							x																	

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Squamish-Lillooet	District of Squamish	1.25	redevelop the Klahamie site to provide a southern gateway to the district	designate the area north of Darrel Bay as commercial to accommodate a tourist and recreation commercial development		x	x					x	x									x		x	x	x	x	x		x												x														x										
Squamish-Lillooet	District of Squamish	1.25	accommodate all modes of transportation, including transit, bicycles, and pedestrians in addition to automobiles	improve transit linkages to Greater Vancouver		x	x					x		x																												x				x																				
Squamish-Lillooet	District of Squamish	1.25	determine the feasibility of a municipal boundary expansion NE of the district	support the development of the Brohm Ridge ski area subject to a municipal boundary expansion impact study		x	x					x		x	x																																									x										
Squamish-Lillooet	District of Squamish	1.25	minimize the volume of through traffic passing through residential communities	do not expand the municipal airport to include scheduled commercial flights		x	x					x		x																									x			x					x													x						
Squamish-Lillooet	District of Squamish	1.25	provide sufficient capacity to avoid unnecessary congestion during peak periods	encourage MOTH to widen Hwy. 99 to four lanes with a parkway ambiance through the maintenance of a treed buffer		x	x					x		x																											x	x	x							x										x						
Squamish-Lillooet	District of Whistler	1.22	ensure that the locations of local roads and their construction standards are consistent with the overall goals for quality of life, quality of environment, and resort image	include a road plan in the OCP that will improve the short and long-term transportation infrastructure without compromising the livability and attractiveness of the community and resort	x		x					x		x	x	x		x	x	x	x	x	x				x	x											x			x								x													x			
Squamish-Lillooet	District of Whistler	1.22	coordinate planning with mountain developers and prov. agencies to particularly address transportation and infrastructure planning, future size and image of the resort, and future development in surrounding areas	advise mountain developers and prov. agencies involved in the area of the municipality's resort and community policies, and build cooperative planning relationships	x		x					x			x	x		x				x	x	x			x	x											x		x	x																								
Squamish-Lillooet	District of Whistler	1.22	prioritize the preservation of view quality in land and development planning, recognizing that the resort experience begins upon leaving Vancouver	seek the cooperation of MELP, BC Hydro, and in particular, MOF in regards to scenic influence zones in the Local Resource Use Plan for logging areas, and work to protect visually sensitive areas such as highway approaches	x		x					x		x		x		x		x		x	x	x	x	x	x	x		x	x	x				x	x				x	x	x							x											x	x				

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Squamish-Lillooet	District of Whistler	1.22	support efforts to continue expanding tourism, particularly in ways that make better use of existing facilities in nonpeak times and that draw new markets, while prioritizing community needs	encourage new aquatic and arena facilities, cultural and arts related events, and education programs that make use of conference facilities, and encourage outdoor recreation opportunities outside the ski season	x		x					x		x	x	x	x	x				x			x		x		x	x									x																x			x	x								
Squamish-Lillooet	District of Whistler	1.22	adopt an approach to growth management and development planning that is consistent with the other goals for the resort and the community	do not increase the total number of approved/committed bed units during the next several years, unless substantial benefits and supported by the community and resort, and no unacceptable community, resort, or environmental impacts	x		x					x		x					x		x	x		x			x												x																								x			
Squamish-Lillooet	District of Whistler	1.22	consider fish and wildlife populations within the resort to be important aspects of the resort experience	work with MELP to find ways to minimize impacts of development on habitats and wildlife, encourage wildlife through habitat protection and fish stocking, and minimize conflicts without removing wildlife	x		x		x		x	x		x					x	x	x	x		x	x		x	x		x											x																x							x			x
Squamish-Lillooet	District of Whistler	1.22	continue to treat development on the mountainsides surrounding the resort with the utmost care	do not approve developments on upper mountain sides unless it can be demonstrated that no significant environmental or visual impacts would result from the development or from access roads	x		x					x		x					x	x	x	x		x	x	x	x	x											x			x								x									x		x		x			
Squamish-Lillooet	District of Whistler	1.22	develop criteria for considering development proposals	approve campground and recreational development proposals if adequate sewage and waste water discharge, access is not provided from an internal subdivision road, and terrain, soil stability, ground water levels, and flood risk are satisfactory	x		x				x	x		x						x	x	x		x	x	x	x	x		x									x			x								x							x		x				x	x		

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Squamish-Lillooet	District of Whistler	1.22	endorse the principles of sustainable development and look for ways that residents, visitors, and businesses can reduce their pressures on the environment	adopt an environmental strategy that would include specific proposals for waste reduction, water consumption, automobile use, contaminant mitigation, and environmentally friendly purchasing guidelines	x		x					x		x	x						x	x		x	x		x	x											x			x								x														x			
Squamish-Lillooet	District of Whistler	1.22	maintain and enhance the quality of watercourses to reflect the extreme importance of environmental protection to a mountain resort	operate drinking water and wastewater treatment facilities in such a manner as to meet all provincial and federal requirements	x		x				x	x		x								x		x			x	x													x																						x	x		
Squamish-Lillooet	District of Whistler	1.22	meet the recreational demands of a growing resort and community	encourage the expansion of trail systems for greater variety of experiences beyond municipal boundaries; integrate historical and cultural elements into the parks system; and protect and monitor natural habitat areas	x		x					x		x	x							x			x	x	x	x		x							x		x			x			x										x			x						x			x
Squamish-Lillooet	District of Whistler	1.22	protect land within the resort and community that has special environmental significance	emphasize maintaining natural environments, particularly watersheds, areas that have high wildlife productivity, scarce habitats, or areas of special value	x		x					x	x									x			x	x													x																								x			x
Squamish-Lillooet	District of Whistler	1.22	recognize that development along the Hwy. 99 corridor will have an effect on the overall visual environment, natural resources, highway traffic volumes, and other factors that directly or indirectly affect tourism and recreation potential	monitor community planning and development approvals in the unincorporated areas between Pemberton and Lions Bay and advocate comprehensive planning and a careful approach to development in this region	x		x					x		x	x				x	x	x	x	x		x		x	x		x									x			x	x							x							x			x	x		x			
Squamish-Lillooet	District of Whistler	1.22	set exceptionally high standards consistent with Whistler's image as a resort community when expanding sewer and water systems	expand water supply and wastewater treatment systems subject to the ability to accommodate additional development without compromising the quality of the community and the resort, and without any negative impact on the lake or river systems	x		x		x		x	x		x							x	x		x			x	x																																		x	x		

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Squamish-Lillooet	District of Whistler	1.22	address the future size and character of the resort and community, the future role of Callaghan and other potential recreation areas for the resort, and long range transportation planning	allocate additional resources for longer term planning as the monitoring system improves the ability to forecast the effects of growth	x		x					x			x				x	x	x	x	x	x	x		x	x		x									x			x															x									
Squamish-Lillooet	District of Whistler	1.22	assess the impacts of additional development and visitation	develop a community and resort monitoring system able to analyze historic changes, gauge the changes that occur as development proceeds and visitation increases, and predict the effects of future development	x		x					x			x				x		x	x		x	x		x	x	x	x									x																										
Squamish-Lillooet	District of Whistler	1.22	centralize commercial development to Whistler Village, and Blackcomb and Whistler Creek precincts to ensure cost effectiveness for servicing and operation, and to avoid sprawl or strip commercial development	limit commercial development outside of central areas to small amounts of space for food and beverage uses associated with commercial accommodation as long as they do not adversely affect commercial uses in the resort	x		x					x		x					x			x		x			x		x																																						
Squamish-Lillooet	District of Whistler	1.22	develop and maintain, in a cooperative relationship with the resort and community, an appropriate level of leisure services	integrate leisure services into the parks and recreation system that considers the needs of residents, guests, and surrounding communities	x		x					x		x								x			x		x		x	x							x		x																		x									
Squamish-Lillooet	District of Whistler	1.22	develop criteria for considering development proposals	assess development impacts on traffic volumes and patterns on Hwy. 99, overall patterns of development of the community and resort, views and scenery, existing community and recreation facilities, heritage resources	x		x					x		x	x				x	x	x	x		x	x		x	x		x									x			x	x							x				x			x			x	x					
Squamish-Lillooet	District of Whistler	1.22	develop criteria for considering development proposals	designate a business park site if the project avoids uses or character that suggest strip development or that detract from the overall quality of the resort and community	x		x					x		x						x		x		x	x		x												x																										
Squamish-Lillooet	District of Whistler	1.22	ensure that a wide range of educational opportunities are locally available	consider private education facilities which will enhance the community and the resort	x		x					x		x								x			x		x			x									x																			x								

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Squamish-Lillooet	District of Whistler	1.22	ensure that onsite parking requirements for residential developments, commercial and industrial developments, and major visitor attractions and facilities are adequate	review current parking standards	x		x					x		x					x		x	x	x				x	x											x			x								x																
Squamish-Lillooet	District of Whistler	1.22	ensure that the plans and activities of all govt. agencies take into consideration any possible impacts on the resort	seek the cooperation of the prov. govt.	x		x					x		x						x		x		x	x		x														x																									
Squamish-Lillooet	District of Whistler	1.22	evaluate the appropriateness of logging in Whistler for the resort and community	consider the costs and benefits of logging, and ask the prov. govt. to evaluate the potential of reducing logging, at least favor alternative forms over clearcutting	x		x					x		x	x					x		x		x	x	x					x	x							x		x																									
Squamish-Lillooet	District of Whistler	1.22	improve the local road system	ensure that construction standards for local roads are consistent with the special mountain resort character of Whistler and with overall goals for the quality of the resort and community	x		x					x		x								x			x		x	x											x			x								x																
Squamish-Lillooet	District of Whistler	1.22	improve the short and long term transportation infrastructure without compromising the livability and attractiveness of the community and resort	avoid running local roads through existing subdivisions, where possible	x		x					x		x						x	x	x			x		x	x											x			x								x																
Squamish-Lillooet	District of Whistler	1.22	obtain information concerning the effects of growth on the community, the resort, and the environment	initiate a comprehensive community and resort monitoring system	x		x					x			x				x	x	x	x		x	x		x												x																											
Squamish-Lillooet	District of Whistler	1.22	plan for parks and recreation that address the needs for both community and tourism related recreational and cultural facilities	maintain an open space system that categorizes land according to its recreation potential and seeks to preserve environmental amenities and minimize conflicts between development	x		x					x		x					x	x	x	x			x	x	x			x							x		x															x			x									
Squamish-Lillooet	District of Whistler	1.22	provide land for office, service commercial, and industrial uses that are appropriate to and desirable in Whistler but that are not suitable for inclusion in the resort	designate sites for industrial development to accommodate light and heavy industrial uses in locations that would not have adverse visual impacts and are close to the highway	x		x					x		x						x		x	x		x		x											x				x	x							x											x					

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	fery	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Squamish-Lillooet	District of Whistler	1.22	recognize that regional recreation planning will become increasingly important as use by Lower Mainland residents increases	continue to support regional recreation resources such as the recently planned Sea to Sky mountain bike trail	x		x		x			x	x									x			x		x	x		x									x			x			x	x											x									
Squamish-Lillooet	District of Whistler	1.22	recognize that Whistler's unique natural beauty and recreation opportunities continue to attract more visitors to the resort each year	maximize public access to important lakes and creeks, acquire waterfront properties and Crown lands for development for local and public parks, and develop a trail network to link prov. and municipal parks and beach areas	x		x		x		x	x		x						x		x			x		x	x		x							x				x	x															x		x							
Squamish-Lillooet	District of Whistler	1.22	support the diversification of the local economy	only allow businesses that are not detrimental to the resort; concentrate commercial and industrial uses in a few areas, regulate to ensure they are reasonably attractive, and do not allow them to spread out along the highway	x		x					x		x						x		x		x	x		x	x										x				x	x							x																
Squamish-Lillooet	District of Whistler	1.22	take a more active role in planning for the future of the region surrounding Whistler	encourage the expansion and improvement of rail service for visitors to Whistler and other parts of the region	x		x					x		x								x	x			x	x	x														x						x																			
Squamish-Lillooet	District of Whistler	1.22	encourage design measures to mitigate impacts from noise sources	work with Transport Canada and the Heliport Society to address aircraft overflight noise	x		x					x		x																											x	x					x																	x			
Squamish-Lillooet	District of Whistler	1.22	ensure that all future development is sensitive to the protection and enhancement of the natural environment and reflects rigorous design standards	restrict or prohibit the development of land that would adversely affect water quantity or quality in watercourses used for domestic or recreational water supply	x		x		x		x	x		x																																											x						x	x		
Squamish-Lillooet	District of Whistler	1.22	ensure that all future development is sensitive to the protection and enhancement of the natural environment and reflects rigorous design standards	encourage outdoor recreation uses of natural watercourses, water bodies, and wetlands, where such use can be shown to be compatible with preservation and enhancement	x		x				x	x		x																																											x						x	x		
Squamish-Lillooet	District of Whistler	1.22	ensure that all future development is sensitive to the protection and enhancement of the natural environment and reflects rigorous design standards	encourage BC Hydro to relocate existing transmission lines where possible to reduce or eliminate visual impacts on highways and recreation areas	x		x					x		x																	x					x					x	x	x							x							x				x	x	x			

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Squamish-Lillooet	District of Whistler	1.22	ensure that all future development is sensitive to the protection and enhancement of the natural environment and reflects rigorous design standards	maintain high visual quality along Hwy. 99 by, wherever possible, requiring a 20 meter vegetated buffer to be retained on lands that abut the highway right of way	x		x					x		x																																x	x							x											x	x	x			
Squamish-Lillooet	District of Whistler	1.22	ensure that all future development is sensitive to the protection and enhancement of the natural environment and reflects rigorous design standards	encourage MOF and appropriate mining regulatory agencies to work within the EIA process and environmental guidelines to protect the scenic quality and biophysical resources of the municipality and surrounding lands	x		x					x		x	x																x	x	x							x																						x	x	x			
Squamish-Lillooet	District of Whistler	1.22	ensure that all future development is sensitive to the protection and enhancement of the natural environment and reflects rigorous design standards	prohibit any development, other than ski lift and directly related recreation facilities, in subalpine environments	x		x					x		x																																																x						x			
Squamish-Lillooet	District of Whistler	1.22	consider automobiles as the primary mode of transportation to and within Whistler	monitor the impact of skier parking on transportation circulation, and promote and support the construction of satellite parking to the south of the municipality	x		x					x		x	x																										x								x									x			x						
Squamish-Lillooet	District of Whistler	1.22	consider Hwy. 99 as a scenic, mountain highway	emphasize safety and the quality of the experience of the drive over speed and efficiency as criteria for hwy. design	x		x					x		x																										x	x	x							x											x					
Squamish-Lillooet	District of Whistler	1.22	develop historical and cultural themes through a system of significant sites, interpretive trails, and information boards regarding the natural and human history of the Whistler Valley	conduct comprehensive reviews of the historical significance and physical condition of each heritage site, and establish priorities for the preservation and management of each site	x		x					x		x	x																																							x		x		x									
Squamish-Lillooet	District of Whistler	1.22	support continued efforts to upgrade Hwy. 99 between Vancouver and Whistler, provided that it is consistent with the highway's role as a scenic, mountain highway and an important local road system	develop a policy regarding long range regional transportation planning and participate in decisions about the future of Hwy. 99 and development impacts on its traffic volumes, and about the issue of alternative highway access	x		x					x		x	x																							x		x	x	x							x									x						

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Squamish-Lillooet	District of Whistler	1.22	take a more active role in planning for the future of the region surrounding Whistler	support the efforts of Pemberton to upgrade its airport and assist them as appropriate to gain senior govt. assistance for this facility	x		x					x		x																											x	x					x																			
Squamish-Lillooet	District of Whistler	1.22	take a more active role in planning for the future of the region surrounding Whistler	consolidate and regulate float plane activity at Green Lake	x		x		x		x	x		x																												x					x																			
Squamish-Lillooet	District of Whistler	1.22	take a more active role in planning for the future of the region surrounding Whistler	encourage the centralization of helicopter movements at the municipal heliport	x		x					x		x																												x					x																			
Squamish-Lillooet	Electoral Area 'D' Whistler South	0.96	encourage natural resource extractive industries to carry out their activities recognizing environment, recreational, tourist, and scenic values	encourage MOF to continue to emphasize the maintenance of scenic values within the Hwy. 99 corridor	x		x					x		x						x		x	x		x	x	x	x		x	x	x									x	x	x							x							x				x	x	x			
Squamish-Lillooet	Electoral Area 'D' Whistler South	0.96	limit the type and scale of commercial development which may locate in areas designated as planned community	permit commercial development provided the use caters to local residents, tourists, or recreationalists; and is an integral part of a larger residential development	x		x					x		x						x		x		x	x		x			x									x																		x									
Squamish-Lillooet	Electoral Area 'D' Whistler South	0.96	provide a transportation system which is sensitive to the ecology and the needs of local residents	encourage MOTH to upgrade Hwy. 99 as a scenic, tourist highway	x		x					x	x									x	x				x	x													x	x	x							x											x	x				
Squamish-Lillooet	Electoral Area 'D' Whistler South	0.96	work cooperatively with the prov. agencies who are responsible for regulating resource-based industries	permit forest management, mineral extraction, and outdoor recreation which utilizes the area's natural features (e.g. fishing, cross-country skiing, hiking) in resource management areas	x		x		x		x	x	x																		x	x	x								x																x						x			
Squamish-Lillooet	Electoral Area 'D' Whistler South	0.96	encourage efficient utilization of existing services and facilities prior to any expansions	encourage MOTH to improve public access to Howe Sound	x		x		x		x	x		x																											x	x	x							x									x							
Squamish-Lillooet	Electoral Area 'D' Whistler South	0.96	encourage the creation of an efficient private and public transportation system which has sufficient capacity to handle current and anticipated needs	encourage MOTH to continue with its corridor planning study for a highway connection between the Lower Mainland and the Resort Municipality of Whistler	x		x					x			x																										x	x	x							x										x						

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Squamish-Lillooet	Electoral Area 'D' Whistler South	0.96	encourage the creation of an efficient private and public transportation system which has sufficient capacity to handle current and anticipated needs	support BC Rail in its efforts to increase passenger and freight service in the plan area	x		x					x		x																													x						x												x						
Squamish-Lillooet	Electoral Area 'D' Whistler South	0.96	maintain, and where recommended by the Sea to Sky Local Resource Use Plan, enhance the visual quality of the Hwy. 99 corridor	support MOF in its efforts to implement the Sea to Sky Local Resource Use Plan	x		x					x		x																	x	x									x	x	x							x											x					
Squamish-Lillooet	Village of Pemberton	0.50	enhance the heritage and uniqueness of the community	encourage facilities geared to tourists such as museums to locate in the downtown	x		x					x		x		x		x				x			x		x													x																	x												
Squamish-Lillooet	Village of Pemberton	0.50	work with merchants and BC Rail to revitalize the downtown area	collaborate with BC Rail in promoting tourist-oriented rail passenger service	x		x									x	x						x	x					x	x	x															x						x																			
Squamish-Lillooet	Village of Pemberton	0.50	improve greater opportunities for recreation	develop and maintain One Mile Park in a manner that provides recreation and pleasure opportunities for residents and visitors while recognizing the value of existing flora and fauna	x		x					x	x										x			x	x	x			x							x		x																			x									x
Squamish-Lillooet	Village of Pemberton	0.50	provide for commercial operations that are not desired to locate downtown	locate new commercial development for the accommodation and needs of highway travelers and tourists adjacent to the highway in areas designated highway frontage commercial	x		x					x		x								x	x	x			x															x	x							x																		
Squamish-Lillooet	Village of Pemberton	0.50	improve greater opportunities for recreation	coordinate trail system planning with the RD	x		x					x		x																												x			x													x									
Squamish-Lillooet	Village of Pemberton	0.50	serve the needs of the residents and the surrounding communities via the airport	support development of the airport to Transport Canada standards	x		x					x		x																									x			x					x																						
Sunshine Coast	District of Sechelt	0.92	develop appropriate transportation links in order to provide efficient movement of people, emergency services, and goods	encourage the province to assess the impacts on population growth, land use, other infrastructure, public finances and the environment when considering additional ferry service, especially fast ferries, or reduced service		x	x	x	x	x	x	x		x	x																											x								x	x	x												x			

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Sunshine Coast	District of Sechelt	0.92	develop a walkway and open space system parallel to the shoreline which incorporates view corridors, beach accesses, and rest areas for residents and tourists	acquire a pedestrian-oriented walkway parallel to the Strait of Georgia and Porpoise Bay through dedication or purchase, with a connection between littoral and upland habitats for wildlife movement		x		x	x			x		x								x			x		x	x											x			x				x													x		x	x	x			x
Sunshine Coast	District of Sechelt	0.92	provide opportunity for a full range of commercial uses which are conveniently located, complement existing uses nearby, and can be serviced in a technically and financially viable manner	encourage tourist commercial uses such as accommodation, restaurants, marinas, and commercial recreation to locate where adequate public access can be assured along the waterfront		x		x	x	x	x	x		x								x		x	x		x	x	x	x												x										x	x			x		x							
Sunshine Coast	District of Sechelt	0.92	draw people to the Trail Bay waterfront while protecting the natural environment and aesthetics as much as possible	site buildings to maintain views over Sechelt Inlet and the Strait of Georgia		x		x	x	x	x	x																																																	x	x	x			
Sunshine Coast	District of Sechelt	0.92	draw people to the Trail Bay waterfront while protecting the natural environment and aesthetics as much as possible	create better pedestrian accesses to the beach at street ends and other suitable locations		x		x	x			x		x																												x				x													x		x		x			
Sunshine Coast	District of Sechelt	0.92	develop appropriate transportation links in order to provide efficient movement of people, emergency services, and goods	acquire linear, pedestrian-oriented walkways and open space parallel to shoreline areas of the Strait of Georgia and Porpoise Bay		x		x	x			x																														x			x	x																				
Sunshine Coast	District of Sechelt	0.92	enhance public access to the waterfront through a program of physical improvements	consider the acquisition of upland rights in Porpoise Bay and Trail Bay toward the development of an integrated sea walk on both shores		x		x	x			x		x																												x			x	x													x							
Sunshine Coast	District of Sechelt	0.92	encourage street events which draw large crowds, including tourists, which contribute to the vibrancy and economic health of the downtown	permit temporary traffic closures for special one day occasions and tourist festivals or monthly public markets		x	x					x		x							x	x			x				x													x								x					x					x						
Sunshine Coast	District of Sechelt	0.92	provide a range of active, passive, and conservation public park space in suitable locations	consult with MELP on Porpoise Bay proposals which may affect its viability and operation as a prov. park, in recognition of its significant role as a tourist destination, and its educational and recreational resources		x	x					x		x						x	x	x			x	x	x			x							x				x																x	x								

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Sunshine Coast	District of Sechelt	0.92	provide opportunity for a full range of commercial uses which are conveniently located, complement existing uses nearby, and can be serviced in a technically and financially viable manner	discourage conventional retail uses from locating in tourist commercial areas		x	x					x	x									x		x	x		x		x																																		
Sunshine Coast	District of Sechelt	0.92	identify, give recognition to, and protect community heritage resources in order to contribute to community pride	support community efforts to raise awareness of heritage resources by means of identification and promotion		x	x					x			x	x	x	x																	x															x												
Sunshine Coast	District of Sechelt	0.92	protect the quality and integrity of ecosystems, including air, water, land, wildlife and vegetation, and of ecological functions	use resource land subject to flooding for parks, open space, recreation, or agriculture		x	x					x																			x				x		x																				x						x	x	x	x
Sunshine Coast	District of Sechelt	0.92	protect the quality and integrity of ecosystems, including air, water, land, wildlife and vegetation, and of ecological functions	work with Crown Lands to ensure continued public access to the land adjacent to Chapman Creek, in order to protect passive recreation opportunities and environmental resources for the long-term		x	x		x			x		x																											x	x				x												x		x				x			x
Sunshine Coast	District of Sechelt	0.92	develop appropriate transportation links in order to provide efficient movement of people, emergency services, and goods	encourage the airport continue to serve recreational and regional transportation needs		x	x					x																														x					x											x									
Sunshine Coast	District of Sechelt	0.92	develop appropriate transportation links in order to provide efficient movement of people, emergency services, and goods	consult with the Agricultural Land Commission for approval of recreational or multi-use trail plans and proposals on ALR land		x	x					x	x																		x				x						x	x			x													x									
Sunshine Coast	District of Sechelt	0.92	provide a range of active, passive, and conservation public park space in suitable locations	do not permit recreational and multi-use trails to bisect existing or potential agricultural operations, and direct such trails to the periphery of the ALR block		x	x					x		x																	x				x							x			x													x									
Sunshine Coast	District of Sechelt	0.92	provide a range of active, passive, and conservation public park space in suitable locations	pursue the leasing of suitable Crown lands for community level park, conservation, and recreation purposes		x	x					x																											x		x															x									

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Sunshine Coast	District of Sechelt	0.92	recognize that the engineering standards to which local rights of way are developed, such as the width and finish of roads and sidewalks, can have significant visual impacts	study the scenic quality of roadways and consider appropriate development guidelines to protect unique and important scenic values		x	x					x		x	x																											x	x							x											x					
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	allow for uses on Crown Provincial Forest Lands that are compatible with integrated resource management	include forest management and harvesting, silviculture, agriculture, forest or wilderness recreation, outdoor natural science education or research, and fishing or hunting camps as compatible on rural resource lands		x	x	x	x	x	x	x		x						x	x	x		x	x	x	x			x	x	x			x						x															x	x					x			
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	encourage additional marine-oriented and land-based commercial recreational activities that have minimal impact on residential properties and on sensitive habitat areas	extend zoning to permit tourist accommodation and other related facilities in areas not designated tourist commercial based on criteria not limited to: impact on ESAs, access and traffic, liquid waste disposal, and economic viability		x	x	x	x			x		x							x	x	x	x	x	x	x	x		x									x			x	x							x							x		x	x			x			x
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	encourage additional marine-oriented and land-based commercial recreational activities that have minimal impact on residential properties and on sensitive habitat areas	accommodate temporary RV parks in tourist commercial areas based on an assessment of traffic generation, existing terrain, recreation access, water and sewer, and setbacks		x	x	x	x			x		x							x	x		x	x		x	x		x									x			x								x							x		x				x			x
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	encourage additional marine-oriented and land-based commercial recreational activities that have minimal impact on residential properties and on sensitive habitat areas	encourage camping facilities at a maximum density of 30 campsites or RV sites per hectare in tourist commercial areas		x	x	x	x			x		x							x	x		x	x		x			x									x											x							x						x			x
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	encourage additional marine-oriented and land-based commercial recreational activities that have minimal impact on residential properties and on sensitive habitat areas	ensure accurate assessments of neighborhood impacts for proposed tourist commercial rezoning		x	x	x	x			x		x							x	x		x	x	x	x			x									x																			x						x			x

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REGIONAL DISTRICT	COMMUNITY	SCORE	POLICY OBJECTIVE	POLICY INSTRUMENT	inland community	coastal community	inland	coastal	waterfront	foreshore	water	land use	allocation/designation	facility/activity design	nonallocation element	marketing	promotion	positioning	internal on tourism	external on tourism	external from tourism	tourism cycle	tourism travel	tourism stay	tourism activity	tourism resource	tourism facility	tourism infrastructure	tourism service	tourism experience	resource industry	forestry	mining	fisheries/aquaculture	agriculture	hydro	parks	industry	residential	First Nations govt.	fed./prov. govt.	transportation corridor	highway/major road	resource road	trail/path	pedestrian/nonmotorized	air	rail	coach/bus	automobile/traffic	ferry	commercial watercraft	pleasure watercraft	culture/heritage	entertainment	interpretation	recreation	education	access	congestion/crowding	scenic quality	natural scenic quality	environmental quality	water quality	air quality	wildlife/habitat
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize existing tourist commercial services and facilities	designate tourist commercial land and water areas that provide full facility services for accommodation and restaurant facilities, marinas, and areas that have historically been zoned for such facilities		x	x	x	x	x	x	x	x									x		x		x	x		x																												x	x	x												
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize that major watercourse areas are a valuable environmental, economic, and recreation resource which should be protected	designate unique landscapes, scenic views, marshlands, creek corridors, and open green space as special feature areas to preserve natural or cultural features (e.g. shoreline views and features)		x	x	x	x	x	x	x	x																																														x			x				x	x	x			x
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize that major watercourse areas are a valuable environmental, economic, and recreation resource which should be protected	designate areas without noticeable special features as future special feature areas, for water access and low impact recreation activity (e.g. Francis Point viewpoint)		x	x	x	x	x	x	x		x																								x				x												x		x				x			
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize the recreational opportunities provided by provincial parks and lands	encourage MELP to develop camping with both road and marine access in Garden Bay Marine Park for the traveling public, and a marine interpretive center for Skookumchuck Narrows Prov. Park		x		x	x	x	x	x		x								x	x	x	x	x	x	x	x	x							x				x	x	x								x			x			x	x	x	x							
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	assure the provision of adequate off street parking and safe access to serve residential, commercial, and industrial activities to ensure no spillover onto the hwy. and major roads	provide adequate points of rest, picnicking, and viewing areas along local roads for public foreshore access		x		x	x	x		x		x																								x	x			x	x								x									x		x					
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	provide for the recreational needs of the community	encourage senior govt. not to permit structures which obstruct public access along the foreshore		x		x	x	x		x		x																									x		x	x															x		x							
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	pursue the development of road rights-of-way providing opportunities for public use and access to the waterfront	designate MOTH road ends as public foreshore access points (e.g. Middlepoint access to boat launch with parking)		x		x	x	x		x		x																								x									x			x						x							

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Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	encourage a commercial core and design theme for the Madeira Park area	encourage the full range of commercial and civic activity, including retail shops, offices, services, tourist commercial, and cultural, institutional, and recreational facilities (liquid waste management plan required for long term)		x	x					x	x									x		x	x		x	x	x	x																								x			x									
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	provide a range of housing types and opportunities to address affordable, rental, and special needs housing	include bed and breakfast operations as a compatible home-based business in residential areas		x	x					x		x							x	x		x			x		x										x																											
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize the outdoor recreational opportunities provided by the private sector, including those provided by nonprofit agencies and community groups	designate as private recreation land areas currently zoned and partially developed by private organizations as recreation and education camps and assembly areas		x	x					x	x									x		x	x	x	x			x									x																		x	x								
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize the recreational opportunities provided by provincial parks and lands	consider improvements to Katherine Lake Park and Dan Bosch Park facilities to accommodate the growing numbers of tourists and campers in the area		x	x		x			x		x						x		x		x	x		x			x							x				x																x									
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize the recreational opportunities provided by provincial parks and lands	recognize the valuable recreational potential of UREP (use, recreation, and enjoyment of the public) sites, especially forestry campsites (RD to assume responsibility for these sites if the prov. govt. relinquishes)		x	x					x		x						x		x		x	x	x	x			x	x	x									x																x									
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize the recreational value of established logging roads for both motorized and nonmotorized activities	utilize forestry roads, road rights-of-ways, and utility corridors in the future public access trail system for multipurpose recreation routes and backcountry activities		x	x					x		x						x		x	x		x		x	x		x	x	x				x					x	x		x	x	x				x							x		x							
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize the recreational value of established logging roads for both motorized and nonmotorized activities	encourage MOF only to decommission those roads that are urgently required for decommissioning, to ensure that existing roads and forest recreation trails continue to provide multipurpose access for recreation routes and backcountry activities		x	x					x		x						x		x	x		x		x	x		x	x	x									x	x		x	x	x											x		x							

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Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	protect valuable fish and wildlife habitat in ESAs associated with creeks, lakes, and marine foreshore areas	encourage boat operators to respect all embayed areas of known habitat sensitivity on Sakinaw and Ruby Lake		x	x		x		x	x		x																												x										x	x				x						x			x
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	protect valuable fish and wildlife habitat in ESAs associated with creeks, lakes, and marine foreshore areas	restrict unmuffled boats from Sakinaw and Ruby Lake		x	x		x		x	x		x																												x										x	x				x						x			x
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize the outdoor recreational opportunities provided by the private sector, including those provided by nonprofit agencies and community groups	acquire private and Crown-owned land including UREP sites that offer significant public recreational opportunities		x	x					x	x																										x		x																x									
Sunshine Coast	Electoral Area 'A' Egmont/ Pender Harbour	1.25	recognize the recreational opportunities provided by provincial parks and lands	designate the Crown land near the entrance to Skookumchuck Prov. Pk. as a future community public use area to facilitate a new heritage interpretive center and additional parking for the park		x	x					x	x																								x		x		x	x								x				x		x	x	x								
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize the need for park opportunities at the neighborhood, community, regional, and provincial levels to fulfill the recreational needs of residents and visitors	encourage nature and water-oriented recreational opportunities on land and water areas designated as future public recreational use, and uses that conflict with such activities shall not be permitted		x	x	x	x	x	x	x		x						x		x			x					x							x		x																		x						x			
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize existing tourist commercial services and facilities	designate as tourist commercial those areas that have developed to some extent for that purpose (e.g. accommodation, restaurants, and marinas and support services)		x	x	x	x	x	x	x	x									x		x		x	x		x																							x	x													
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize the need for park opportunities at the neighborhood, community, regional, and provincial levels to fulfill the recreational needs of residents and visitors	encourage the prov. govt. to involve local residents in the preparation of site development plans for the Sargeant Bay area for additional prov. park level opportunities with a recreational and marine/intertidal/marshland ecological focus		x		x	x	x	x	x	x		x							x			x		x			x							x		x		x																x						x			x

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Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize the need for park opportunities at the neighborhood, community, regional, and provincial levels to fulfill the recreational needs of residents and visitors	encourage the prov. govt. to expand Smuggler Cove Prov. Marine Park to include Jeddah Point for trail, view, and recreational boating activities		x		x	x	x	x	x	x									x			x	x	x	x		x							x		x		x	x			x								x				x				x					
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize the need for park opportunities at the neighborhood, community, regional, and provincial levels to fulfill the recreational needs of residents and visitors	establish shoreline feature parks for public access and use of smaller bays and associated foreshore/upland areas		x		x	x	x	x	x		x								x			x	x	x	x		x							x		x			x															x		x							
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	enhance the public's access and use of the water resources in a manner that minimizes detrimental effects on the environment and adjacent land uses	acquire a foreshore lease for the area fronting Merry Island Esplanade in order to facilitate public access to and use of this recreational attribute		x		x	x	x		x		x																											x	x															x		x							
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize water and land areas currently zoned and/or utilized for forestry-related marine industrial activities	designate as future public recreational use, the water areas of forest industrial (log booming and sorting) if no longer required for these purposes		x		x	x	x	x	x	x																		x	x						x																			x									
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	permit additional marine-oriented and land-based commercial recreation activities that have minimal impact on properties designated for settlement purposes and on habitat areas	permit expansion of tourist accommodation in areas subject to an evaluation of impact on significant habitat areas, traffic generation and terrain buffers through residential areas, and on-site sewage capability or RD service		x	x					x		x							x	x		x			x	x											x			x								x											x			x			x
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	cooperate with MOTH to plan for a road system that effectively provides for through traffic and fulfills the needs of existing and future residents and visitors while having minimal impact on the rural residential character	discourage continuous strip development along the highway and major collector roads to achieve a more efficient use of land and avoid deterioration of the level of sevice for regional traffic flows		x	x					x		x							x	x	x				x	x											x		x	x	x							x				x						x						
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	permit additional marine-oriented and land-based commercial recreation activities that have minimal impact on properties designated for settlement purposes and on habitat areas	permit bed and breakfast facilities to offer opportunities for tourist accommodation on a small-scale, home occupation basis		x	x					x		x							x	x		x			x												x																												

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Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize existing tourist commercial services and facilities	permit camping facilities at a maximum density of 10 recreational sites per ha for compatibility with a rural setting		x	x					x		x							x	x		x	x		x			x									x															x			x			x						
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize the need for park opportunities at the neighborhood, community, regional, and provincial levels to fulfill the recreational needs of residents and visitors	acquire the land between Coopers Green Park and Redroofs Lagoon/Watershed Park for expansion of regional level recreation opportunities		x	x					x	x									x			x	x	x			x							x		x																		x									
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	recognize the need for park opportunities at the neighborhood, community, regional, and provincial levels to fulfill the recreational needs of residents and visitors	develop regional level opportunities in the form of roadside facilities and an overnight highway rest area to accommodate regional visitors		x	x					x		x								x	x	x			x	x														x	x							x																	
Sunshine Coast	Electoral Area 'B' Halfmoon Bay	1.11	reserve land and water areas with high scenic natural recreational potential for public recreational use	secure recreation sites and trails established under the Forest Act if at some future date MOF no longer wishes to maintain them in their present wooded state		x	x					x		x																	x	x									x	x			x												x				x	x	x			
Sunshine Coast	Town of Gibsons	0.61	recognize significant historical sites, and encourage the efforts of property owners to preserve these sites	mark existing sites, buildings, plantings, and structures of historical value, particularly those visible from the seawalk, with appropriate explanatory plaques		x	x	x	x			x		x		x	x	x																					x															x		x		x								
Sunshine Coast	Town of Gibsons	0.61	encourage the commercial revitalization of Gibson's Landing, through increased residential densities, and support for a wide range of commercial uses	encourage new specialty restaurants, shops, and accommodation along the waterfront, creating an attractive and vibrant commercial area serving the needs of both tourists and the local community		x		x	x			x		x								x		x	x		x		x										x																											
Sunshine Coast	Town of Gibsons	0.61	retain and enhance the natural features of the marine shoreline, while providing for public access and development of commercial and recreational marine activities in Gibsons Harbor	retain a mix of uses serving both commercial and recreation activities in the harbor to guard against the harbor becoming dominated by uses catering to seasonal tourism		x		x	x	x		x		x							x	x		x	x		x	x		x																											x		x	x						

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Sunshine Coast	Town of Gibsons	0.61	retain and enhance the natural features of the marine shoreline, while providing for public access and development of commercial and recreational marine activities in Gibsons Harbor	support the use of the harbor area for marina moorage for visitors and residents, provided adequate upland is available for parking and associated marina buildings		x		x	x	x	x	x		x						x	x	x	x		x		x	x											x			x								x		x	x						x	x						
Sunshine Coast	Town of Gibsons	0.61	maintain and enhance the image of a small-scale waterfront town, with a work and recreation-oriented harbor, and an active mix of commercial and residential land uses	ensure that future developments in Gibsons Landing are of a form, scale, and character that enhances the intimate feeling of a small waterfront town		x		x	x	x		x		x		x		x																					x																			x										
Sunshine Coast	Town of Gibsons	0.61	retain and enhance the natural features of the marine shoreline, while providing for public access and development of commercial and recreational marine activities in Gibsons Harbor	ensure that any new developments along the Gibsons Landing waterfront enhance public access or views of the water through public pathways, viewing decks, or other features		x		x	x			x		x																											x			x														x		x	x	x			
Sunshine Coast	Town of Gibsons	0.61	retain and enhance the natural features of the marine shoreline, while providing for public access and development of commercial and recreational marine activities in Gibsons Harbor	consider the marine recreation area shoreline designation for seasonal moorage buoys for pleasure craft, provided that the water area is not environmentally sensitive, seasonal use is subject to specific conditions, parking, and boater transport		x		x	x	x	x	x		x																											x								x			x				x		x				x			
Sunshine Coast	Town of Gibsons	0.61	retain and enhance the natural features of the marine shoreline, while providing for public access and development of commercial and recreational marine activities in Gibsons Harbor	improve and develop beach facilities which are within ready walking distance of Gibsons Landing, or which provide for neighborhood beach access		x		x	x			x		x																								x			x				x													x							
Sunshine Coast	Town of Gibsons	0.61	retain and enhance the natural features of the marine shoreline, while providing for public access and development of commercial and recreational marine activities in Gibsons Harbor	support rental of powerboats, sailboats, sailboards, canoes, kayaks, and other recreational equipment in the commercial harbor area		x		x	x	x	x	x		x																																					x				x									
Sunshine Coast	Town of Gibsons	0.61	ensure that existing park lands and open spaces are available for maximum use by a broad range of people (young, old, residents, and visitors)	develop a comprehensive signage system to make the park and trail system accessible to visitors and residents		x	x					x		x		x	x					x			x		x	x	x								x		x			x			x														x							