

How does the world affect tourism in British Columbia?

Phase 1 Workbook



**Before completing this workbook
please read the accompanying
discussion paper:
“The Foresight Project: Phase one
How does the world affect
tourism in British Columbia?”**

To send us your completed workbook you can do one of four things:

- 1. If you are using Acrobat Standard or Professional, you can fill in the workbook on screen, save the file and e-mail it to: COTA_Foresight@BarnesandJeffreys.com**
- 2. If you are using Acrobat Reader, you will not be able to save the file with changes. However, you can fill in the workbook on screen, print the pages and fax them to the project manager at 604.922.0163**
- 3. Print the workbook pages and mail them to the COTA office at:
1208 - 409 Granville Street, Vancouver, BC, V6C 1T2**
- 4. Call the project manager at 604.922.0163 and talk us through your feedback**

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OUR QUESTIONS TO YOU

Scenarios

- All four scenarios were presented at the Tourism Industry Conference 2006. "Ever Ready BC" was chosen as the most likely scenario. Do you agree?

✎ Your answer:

- If you could change the way the tourism industry operates in the future to make it more sustainable, what would be the top five changes that you would make?

✎ Your answer:

Influencers

- Of the influencers listed, what do you see as being the most important/having the greatest influence on the success and sustainability of the tourism industry in British Columbia?

👉 Your answer:

- Which would you see as being most influential for the sustainability of your business?

👉 Your answer:

Assumptions

- Reading all of the statements, in the column entitled “assumptions for the future” are there any that you disagree with? Please identify the assumption and explain why.

✍️ Your answer:

- Are there any assumptions that we have missed? Please identify the influencer that the assumption is associated with and tell us the missed assumption.

✍️ Your answer:

Next Steps

- Are there any strategic plans or strategies that we have missed?

☞ Your answer:

- Learning from leading initiatives in BC and around the world, if a program were to be established in British Columbia to advance the adoption of principles of sustainability and practices by tourism operators, what should it provide to you in the way of education and awareness building, certification, and/or recognition and rewards?

☞ Your answer:

- Thinking about the influences and the assumptions we have made, what do you think the industry's objectives should be?

☞ Your answer: