

Tourism Planning & Community Quality of Place

Paul Vallee

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Thinking Ahead for Destinations

MOF Atlanta 21.10.14



Vancouver



Downtown: Proposed.



Downtown: Actual.





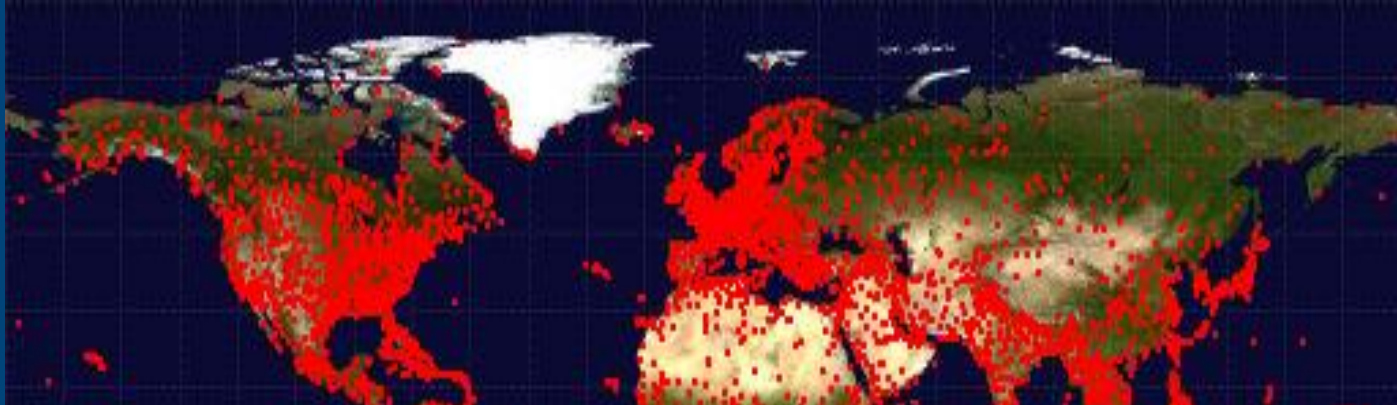
Cities are working to transform themselves



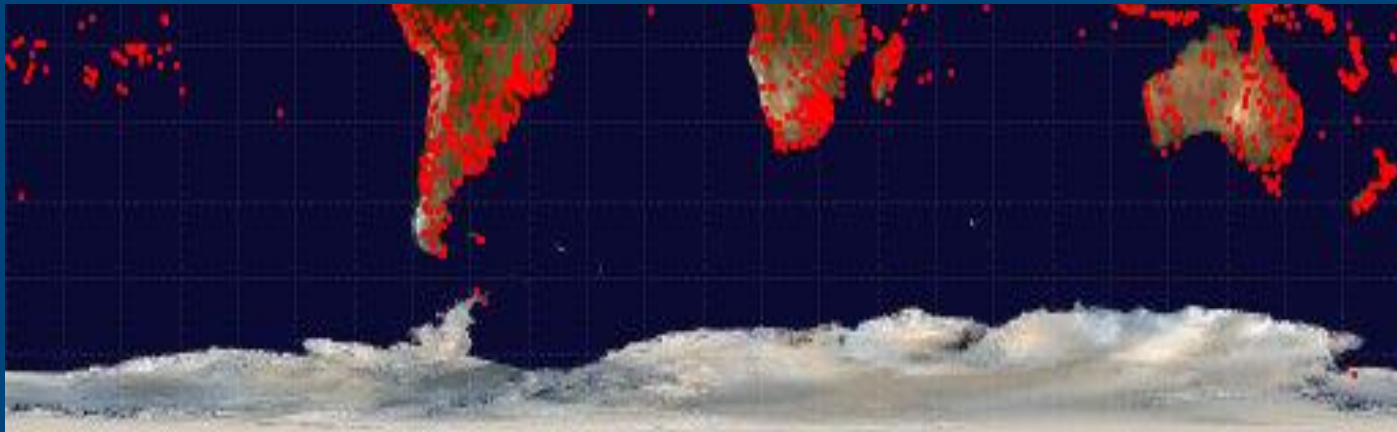
How can tourism make sure it plays a role?

2020 HINDSIGHT





Competition = 10,000+ destinations in the world





A Strategic Roadmap for the **NEXT** Generation of Global Destination Marketing





Opportunities



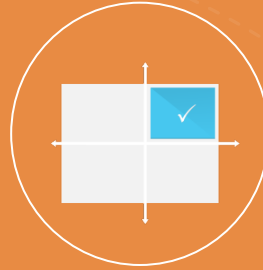
#1: Broadcast to Engagement
Dealing with the New Marketplace



#2: Destination Manager
Building & Protecting the Destination Brand

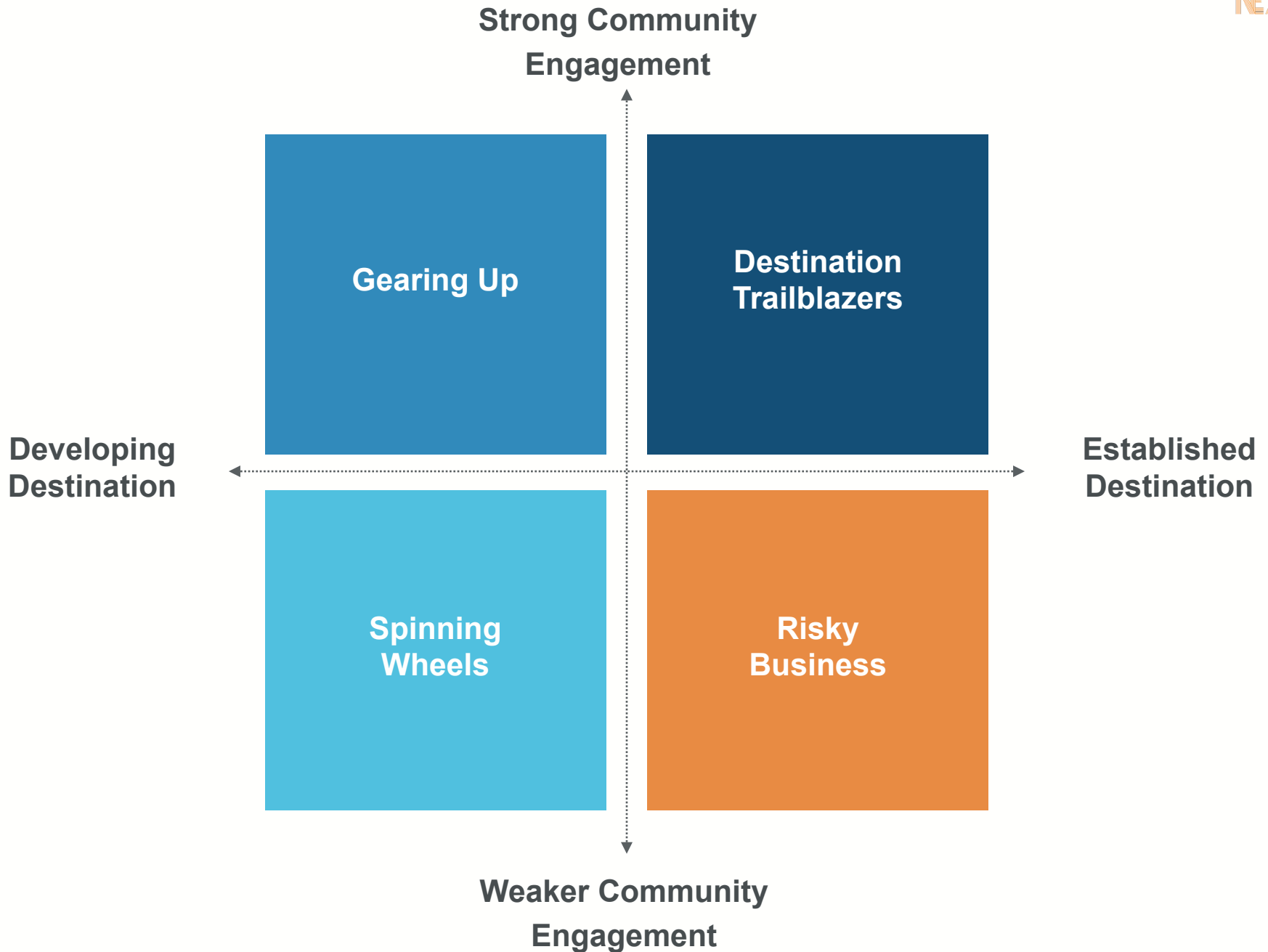


#3: Collaboration & Partnerships
Evolving the DMO Business Model



DMO Scenarios







Rethink Vancouver



The Economist

SEPTEMBER 20TH-26TH 2008

www.economist.com

Who killed New Labour?

The war in Pakistan's tribal areas

America's unending culture wars

How to save fish

The last typewriter-repair man

What next?







desired outcome

Alignment
on strategic
direction.



desired outcome

Improved
destination
performance.

Rethink
Actions

**Event
Strategy**

Networks



*Rethink
Actions*

**Tourism
Alliance**

**DMO/Hotel
Coalition**



Rethink Actions

**Destination
Development**

**Tourism
Master Plan**





CATHEDRAL THINKING

Cathedral Thinking

TOURISM IN VANCOUVER; THEN, NOW AND IN FUTURE

[Video: Rick Antonson on Cathedral Thinking](#)





Purpose

To provide a
POLICY AND PLANNING FRAMEWORK
so tourism grows in a manner
that is able to meet the future needs
of residents, visitors, investors and
industry.

Engagement

- Surveyed 2,100+ Vancouverites
 - 50% from industry, 50% local residents
- Received more than 11,000 comments
- Conducted 180+ stakeholder interviews
- Held 2 Open Houses
- Reviewed more than 400 studies, reports & articles

[Video: Overview of Master Plan](#)

provide areas experience potential metro options Translink public major
encourage organization incentives building special Travel Sta
increase greater product destinations cruise celebrate new
create residents business strategy location
government passengers grow Strategy authorities economy wine future board Vanier Destinations
opportunities traffic development Granville funding digital environment
Authority set structure change Victoria resources issues consistent service impact
tax system focus marketing BC neighborhoods Park transportation
place neighborhood community support BC neighborhoods Park transportation
beverage Hastings Commission Place support BC neighborhoods Park transportation
important planning Development market Park transportation
events Museum facilitate infrastructure facilities Park transportation
cultural Port online attract Chinatown Whistler programs Park transportation
activities retail proposal operators meeting social throughout



Economic

Experience

Goals

Employees

Environmental



Product Development

Initiate a
PRODUCT DEVELOPMENT STRATEGY
to support existing attractions and create
original new tourism concepts
and experiences.



Events

Establish a
DEDICATED EVENTS ORGANIZATION
to lead, organize and manage citywide efforts
in delivering year-round events.



Visitor Experience Design

Undertake a comprehensive
VISITOR EXPERIENCE ASSESSMENT
to identify ways to improve
Vancouver as a place to visit.

Neighbourhoods

Create a
NEIGHBORHOOD MARKETING COUNCIL
with business improvement areas
to promote Vancouver's diversity.



Tourism Infrastructure Development

The partners
should articulate, plan and champion
significant, responsible
DEVELOPMENT OPPORTUNITIES
for new tourism infrastructure.



Transportation

Incorporate the
TRANSPORTATION NEEDS OF VISITORS
into Vancouver's public
and private system.

Advocacy & Public Affairs

Align
ADVOCACY INTERESTS
of the partners
for the benefit of visitors and residents.



