



Tourism Vitality Alberta (TVA)

An Assessment of Tourism for Rural Communities

Community _____

Date of Assessment: _____ Name (optional): _____

1. Name 3 words, phrases or adjectives that best describe your community.

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2. What are the 3 greatest strengths / assets of your community?




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3. What are 3 underdeveloped tourism opportunities in the community or region?




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In the following three sections, Please check the box corresponding to your agreement with the statement using the scoring




Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Completely Disagree	Don't Know/ Not applicable

A. Creating Tourism Experiences: Attitudes <i>Is our community on board?</i>						
	Agree 4	3	Neutral 2	1	Dis-agree 0	Don't know D/K
1 Community leaders understand the need to develop memorable, in depth tourism <i>experiences</i> , as opposed to sightseeing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 There is collaboration across the region to provide tourism experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Our tourism operators are entrepreneurial and effectively seek out opportunities or unfilled niches.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 There is a community tourism plan or strategy that includes collaboration between public, private, and non-profit sectors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Citizens of this community have a positive attitude towards tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCORE						




Our greatest strength(s) :	Our greatest need(s) for improvement :
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B. Creating Tourism Experiences: Exploration and Implementation <i>How well have we explored our region's potential for creating tourism experiences that visitors will remember for a lifetime?</i>						
	Agree 4	3	Neutral 2	1	Dis- agree 0	Don't know D/K
1 Our region has geographic or natural assets that are being turned into great tourism experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Our region has architecture, art, history or stories that are being turned into great tourism experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Our region has cuisine or other local unique customs that are being turned into great tourism experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Our region has aboriginal tourism opportunities that are being effectively explored.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 We know how many visitors we get and where they come from.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCORE						




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C.	Sustainable Tourism <i>How well do we serve travelers who seek out tourism experiences that showcase or enhance the environment?</i>						
		Agree		Neutral		Dis-agree	Don't know D/K
		4	3	2	1	0	
1	The community understands that there is a good business case for taking on and marketing sustainable tourism practices.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	This community has an official sustainability plan or a tourism plan that includes sustainability principles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Local governments or local tourism organizations help operators learn how to be more sustainable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Local governments or local tourism organizations encourage operators to buy locally if possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Local governments or local tourism organizations encourage operators to hire locally if possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCORE							




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D.	Community Vitality <i>Is our community interesting enough to attract young adult residents who are starting families and businesses?</i>						
		Agree		Neutral		Dis-agree	Don't know
		4	3	2	1	0	D/K
1	Young adults (age 25-34) consider the community a desirable place to live.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	There is a spirit of innovation and entrepreneurship in this community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	There are friendly public spaces where a variety of kinds of people feel welcome: e.g. parks, squares, fountains, outdoor cafes, benches, playgrounds.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	This community values and supports the arts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The community has at least one public festival that generates a feeling of magic and excitement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCORE							




Our greatest strength(s) :	Our greatest need(s) for improvement :
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E. Tourism Infrastructure and Capacity Is your community set up for tourism?						
	Agree 4	3	Neutral 2	1	Dis- agree 0	Don't know D/K
1 Our dining and drinking establishments serve tourists effectively.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 We have enough quality accommodation for the tourists we hope to attract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 There are outdoor maps, kiosks and directional signs to make it easy for visitors to find their way around.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Our community has an individual or group that effectively promotes tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 We have a high quality visitor centre.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCORE						

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F.	Tourism Marketing <i>How well are we convincing travelers that our community is amazing enough to visit?</i>						
		Agree		Neutral		Dis-agree	Don't know
		4	3	2	1	0	D/K
1	The photos, videos, and graphics on our community website are strikingly beautiful and professional looking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Our community website conveys a sense of excitement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Our community website has many links to local tourism operators and experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Our website makes it easy for potential visitors to find things to do in our community and book them online.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	We use social media, including TripAdvisor, as an important part of our tourism marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCORE							

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G.	Tourism Branding <i>How well does our brand capture something unique that no other community has?</i>						
		Agree		Neutral		Dis-agree	Don't know D/K
		4	3	2	1	0	
1	Our community or region has a tourism brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Our community's tourism brand promises visitors something specific that they can't get, or do, closer to home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The meaning of our brand is clear. You don't have to explain it to people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Our brand is accepted and promoted by residents, businesses and tourism operators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Residents are proud of their town and like to boast about it to outsiders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCORE							

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