WORKSHEET 11

STATEMENT OF TOURISM POTENTIAL

Criteria that can help develop a statement of tourism potential:

- focus on existing tourism status
- describe the current situation
- generalize strengths and weaknesses of current tourism status
- incorporate components of community analysis
- base statement on values

Example:
Our community has a large natural resource base which is attractive to tourists seeking an outdoor and nature based experience; however, there is inadequate public infrastructure or commercial services to support tourism growth.