

Community Heritage Tourism Strategies A Planning Workshop

Tuesday April 13th, 2010 8:30 – 3:30

in the gymnasium at the Helen Dixon Centre, 241 Kinchant St, Quesnel

Are you ready to explore opportunities for heritage tourism development? This one-day workshop is designed to build participant's awareness of cultural/heritage tourism and its potential.

This session is for key stakeholders interested in the development of heritage tourism in their community, including staff and board members of agencies such as the Chamber of Commerce or Downtown Business Association, the local and regional marketing organizations, local heritage sites, heritage organizations and events and festivals the local Spirit of BC Committee, tourism operators whose businesses are located in historic buildings or districts or who offer heritage and cultural tourism experiences, local heritage-related businesses and related economic development agencies. The workshop will be facilitated by Ursula Pfahler.

8:30 am–11:30 Part 1: Morning session

- Welcome and Introductions
- Definition of cultural/heritage tourism
- Cultural/Heritage tourism market potential
- Heritage tourism vision
- Strengths, weaknesses, opportunities and threats for Heritage Tourism in your community
- Partnership opportunities with other types of tourism

11.30–12:30 pm Lunch (provided)

12:30- 3:30 pm Part 2: Afternoon session

- Heritage Tourism community inventory and assessment
- Developing heritage tourism experiences
- Promoting heritage tourism
- Conclusions and workshop evaluation

Please **RSVP by April 1 to the Quesnel Museum 250-992-9580** or lmiddleton@city.quesnel.bc.ca There will be a charge of \$10 to cover the cost of lunch & refreshments. Please inform us of any special dietary requirements.

This workshop has been offered with the financial assistance of Heritage BC

Ursula Pfahler, MA, is the owner and operator of Poda Communications, a tourism consulting and training business. Ursula has facilitated workshops on cultural, heritage, aboriginal and sport tourism in communities all over British Columbia and in educational institutions such as Royal Roads University. She teaches Global Tourism, Canadian Perspectives in Tourism and Indigenous Tourism in the School of Business at Camosun College, and she is a Master Trainer for Tourism British Columbia.

Participants in Ursula's workshops and courses benefit from her work in BC's tourism industry for over 16 years. She has been involved in all aspects of group travel including tour design, administration and marketing, and her clients range from national and international tour companies to cultural institutions.

You can read about the Community Heritage Tourism Planning workshop held in Terrace last year on the Heritage BC website: <http://www.heritagebc.ca/education/hbc-workshop-program>.

Elizabeth Hunter,
Museum & Heritage Manager
Quesnel & District Museum and Archives
705 Carson Ave,
Quesnel , BC V2J 2B6
ehunter@city.quesnel.bc.ca
250-992-9580 fax: 250-992-9680
www.quesnelmuseum.ca