

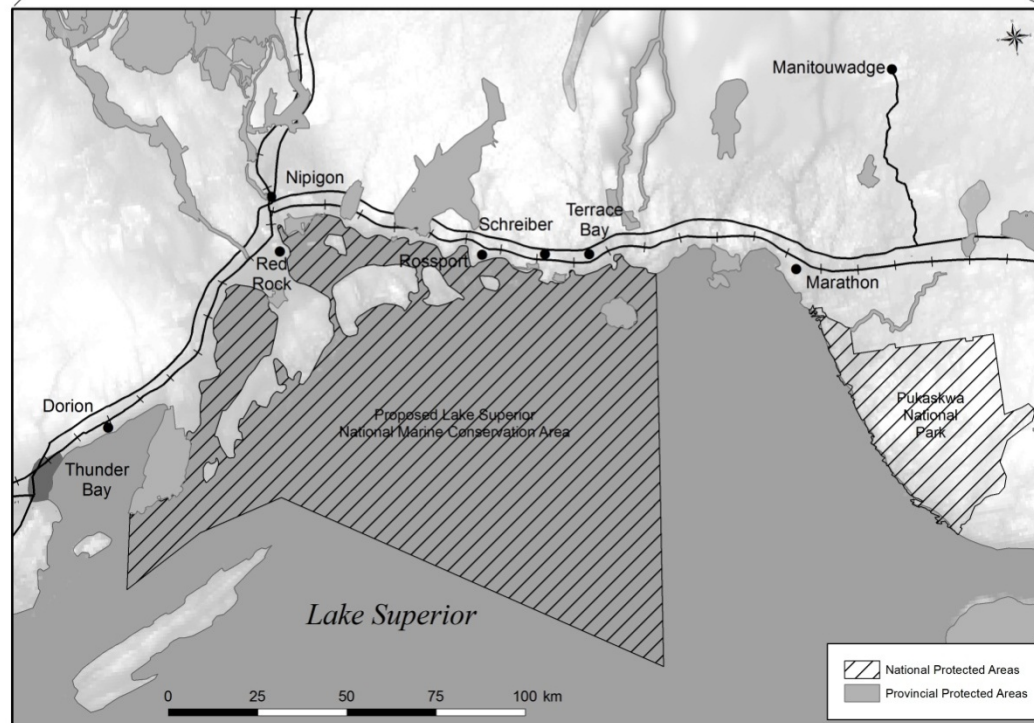
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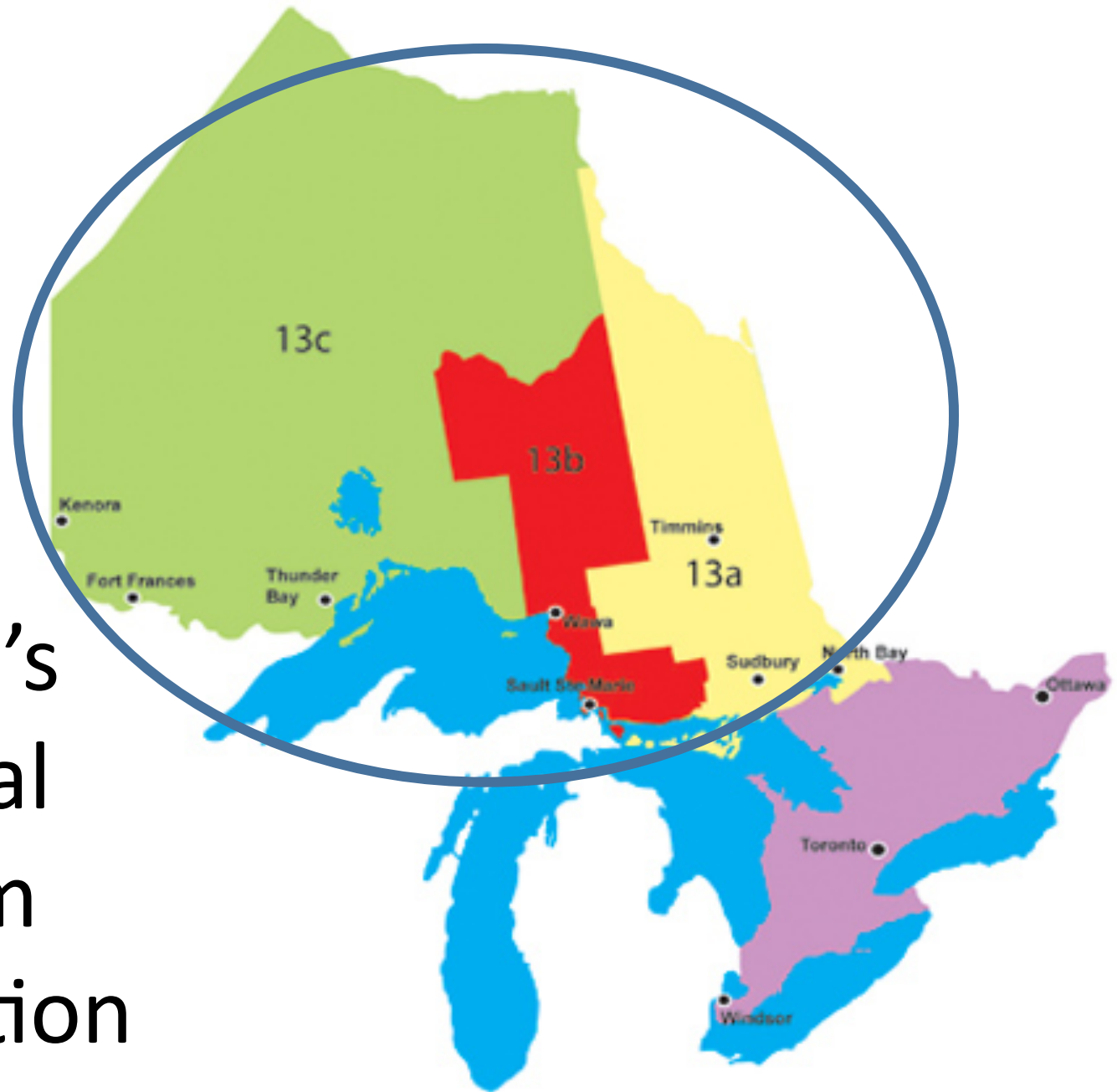
Tourism as a regional development strategy:

The realities for resource-based communities

Study Area



Ontario's
Regional
Tourism
Organization
13



New Regionalism

- Addressing challenges through new governance
- Regionalization (Hall & Stern 2009) – the *process* of becoming a new region
- Characteristics – identity and distinctiveness



Reluctant Rural Regionalists

(Hall & Stern 2009)

- Resistance based on uneven distribution of results of regionalization
- Factors that work against regionalization
 - Institutional funding arrangements
 - Cultural Identity
 - Markets
 - Public Service provision



Method



- 85 interviews
- Federal/Provincial agencies responsible for tourism (n=11)
- Local government (n=9)
- Businesses (n=33)
- Community members (n=32)

Analysis ... 1

- Definition of Region
 - Gov/Loc Gov = political boundary
 - Com/Bus = connection to spaces, people
- Linkages between communities in region
 - EDOs, social/family, travel corridors (*ish*)
- Advantages of working together
 - Gov/Loc Gov/Bus = tourism brand, market, product
 - Loc Gov = greater political voice



Analysis ... 2



- Challenges
 - Gov/Bus = distance, lack of product, competition, urban-rural divide
 - Loc Gov = resistance
- Required to make regional tourism work
 - All = coordinator; tourism ready
- Resource-based History
 - Limited tourism development capacity (Schmallegger & Carson, 2010; Carson & Carson, 2011)

Discussion:

The Reluctant Rural Regionalists Framework

- Institutional funding arrangements
 - “continued practice of distinction”
- Cultural Identity
 - resource-based identity (Staples Carson & Carson 2011)
- Markets
 - Competition for visitors
- Public Service Provision
 - Resource issues



Conclusion - Critical Questions

- The role of tourism in peripheral resource dependent areas?
- The role of tourism in the boom bust cycle of these economies?
- The historical influence of resource economies?





Thank you!

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