

INTERNATIONAL SYMPOSIUM ON SUSTAINABLE TOURISM DEVELOPMENT

QUEBEC MINISTRY OF TOURISM

Partnered vs. Polarized



- Outline the role played by regional wide planning initiatives at your destination?
- What role was played by regional partnership initiatives to implement sustainable tourism planning?
- Who were the leaders?



N.G.O.

GOVERNMENT

SKI AREA



1960's / 1970's



1980's



1990's



21st Century



ONE WHISTLER

PROTECT

SHARE

INSPIRE





FUEL SPILL INCIDENT

HONESTY

BLUNT TRANSPARENCY

PARTNERSHIPS





COMMUNITY RELATIONSHIP BUILDING





**BEAR VIEWING & MOUNTAIN
ECOLOGY TOURS**







HABITAT IMPROVEMENT TEAM





CHAMPION YOUR STAKEHOLDERS CAUSES FISH & WILDLIFE CONSERVATION

SOCIAL CAUSES



- Inner City Outreach
- First Nations Programs
- World Aid
- Whistler Adaptive Sports Programs





the NATURAL STEP



TNS EARLY ADOPTERS IN WHISTLER

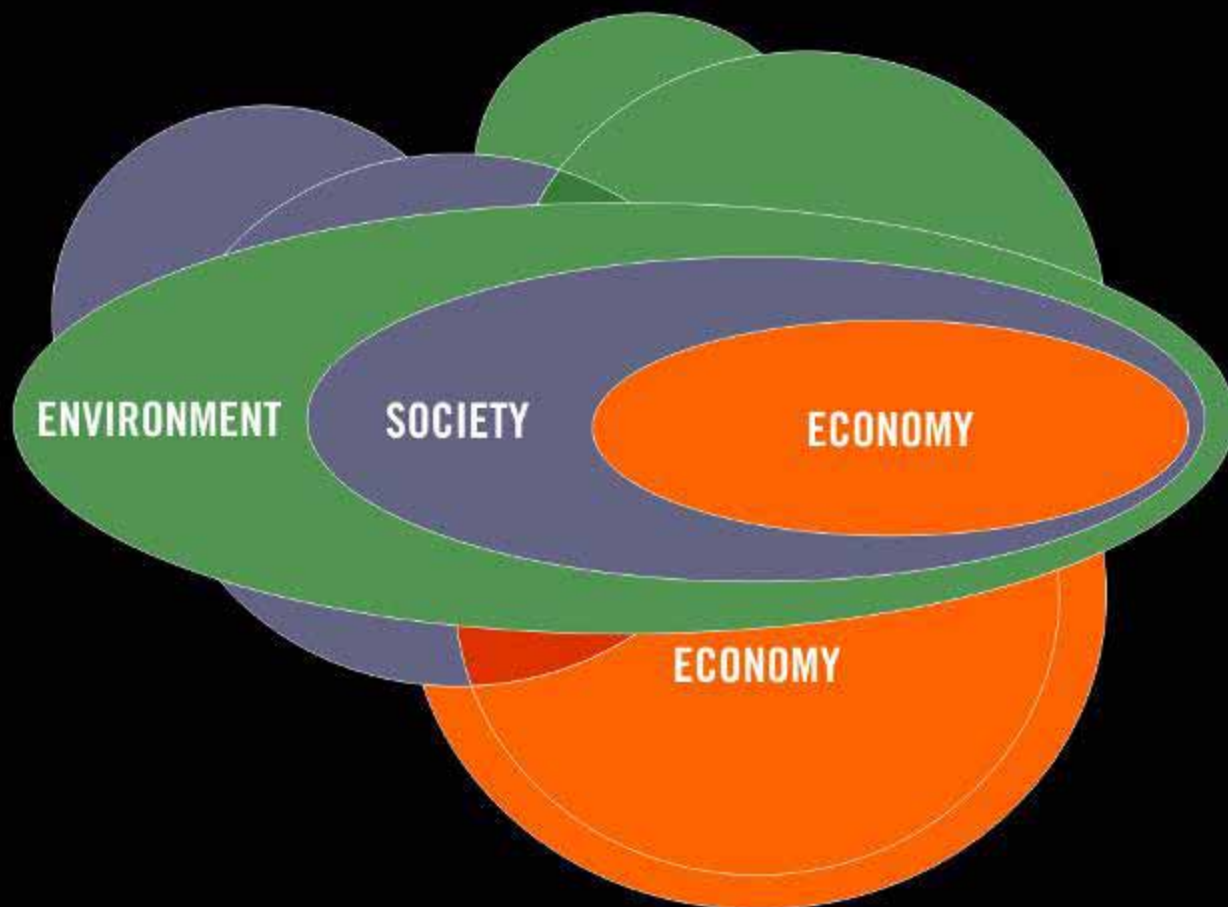


- Began with early visit of Robert in 2000
- Early adopters program developed with the Resort Municipality, Whistler Blackcomb (Intrawest), Fairmont Chateau Whistler, AWARE (local ENGO), Tourism Whistler, One Hour Photo.
- Developed *Whistler Its Our Nature* (2002) awareness campaign (Train the Trainers, Symposium, Speakers, Sustainability Toolkits.)

WHISTLER 2020



- The RMOW developed Whistler 2020 in 2004 after 2 years of community consultation.
- Long term, comprehensive, community developed, community implemented, action focused.



WHISTLER 2020

- **Vision Statement**

Whistler will be the premier mountain resort community - as we move toward sustainability.

- **Objectives**

Enriching Community Life

Enhancing the Resort Experience


Protecting the Environment

Ensuring Economic Viability





Partnering for Success



STRATEGIES

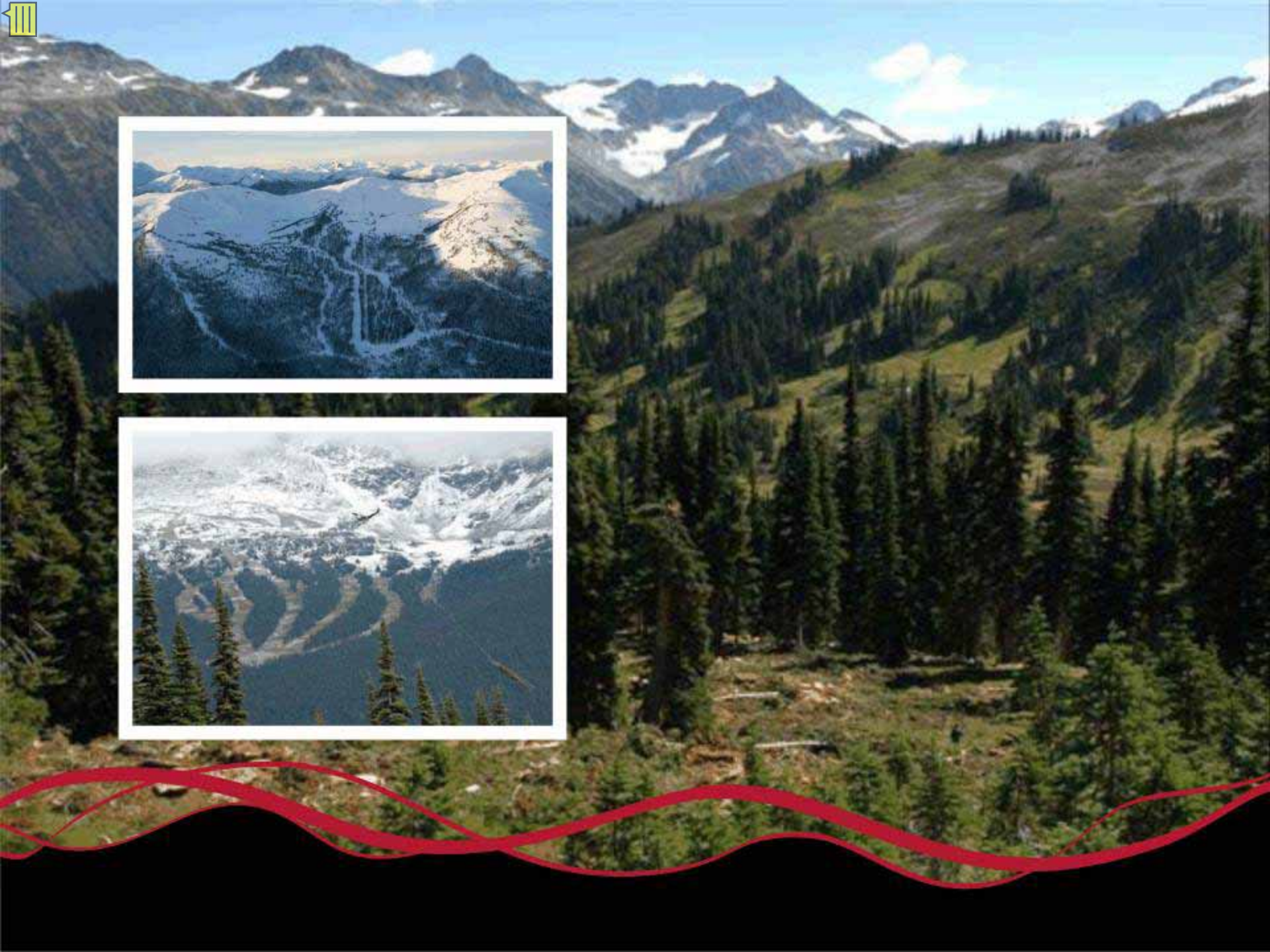
- Seventeen strategies are supported by hundreds of individual actions that are continually developed by a stakeholder input process.
 - There is a task force for each strategy that developed an introduction and scope, a Description of Success for the year 2020, a baseline assessment known as a 'current reality' as well as an ongoing action-plan and planning process.
 - Each strategy also includes a monitoring and reporting system developed to assess whether or not we are on the right track.
 - Actions are recommended to implementing organizations.
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STRATEGIES

 Arts, Culture & Heritage	 Natural Areas
 Built Environment	 Partnership
 Economic	 Recreation & Leisure
 Energy	 Resident Affordability
 Finance	 Resident Housing
 Health & Social	 Transportation
 Learning	 Visitor Experience
 Materials & Solid Waste	 Water
	 Food

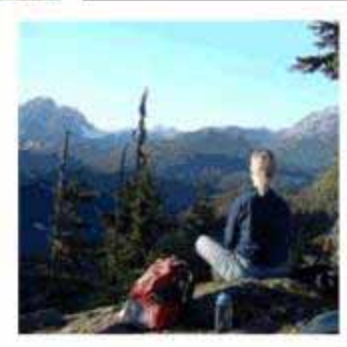
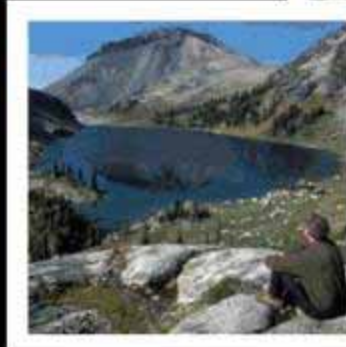
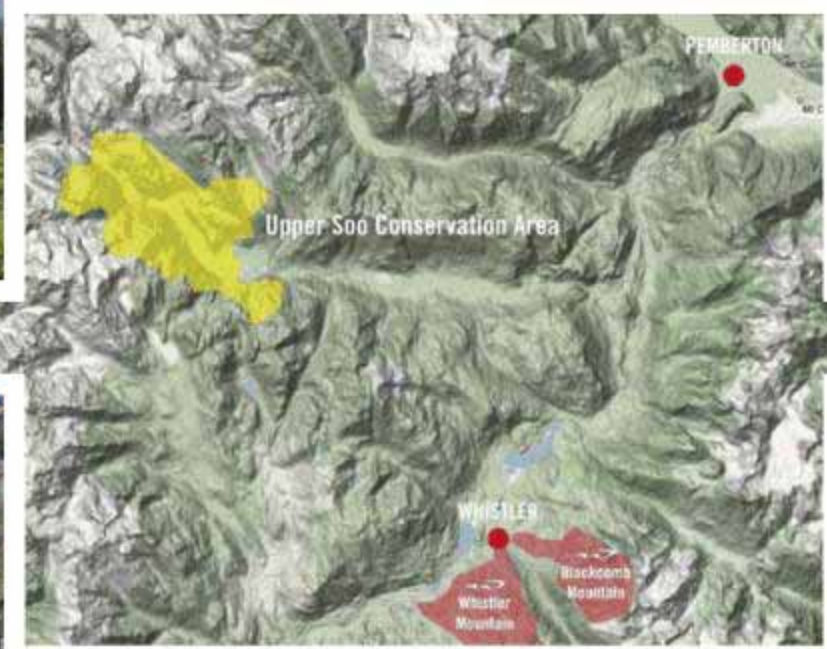
Sustainability is a very nonlinear, highly integrated value process where friction is frequent between competing interests.



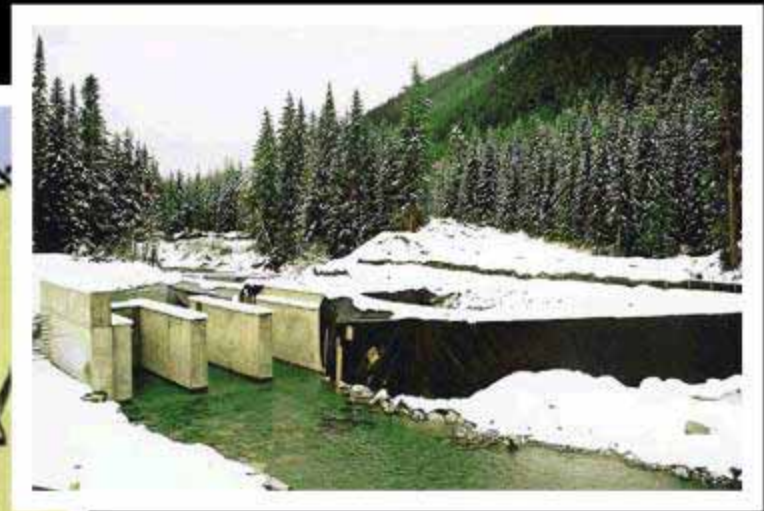
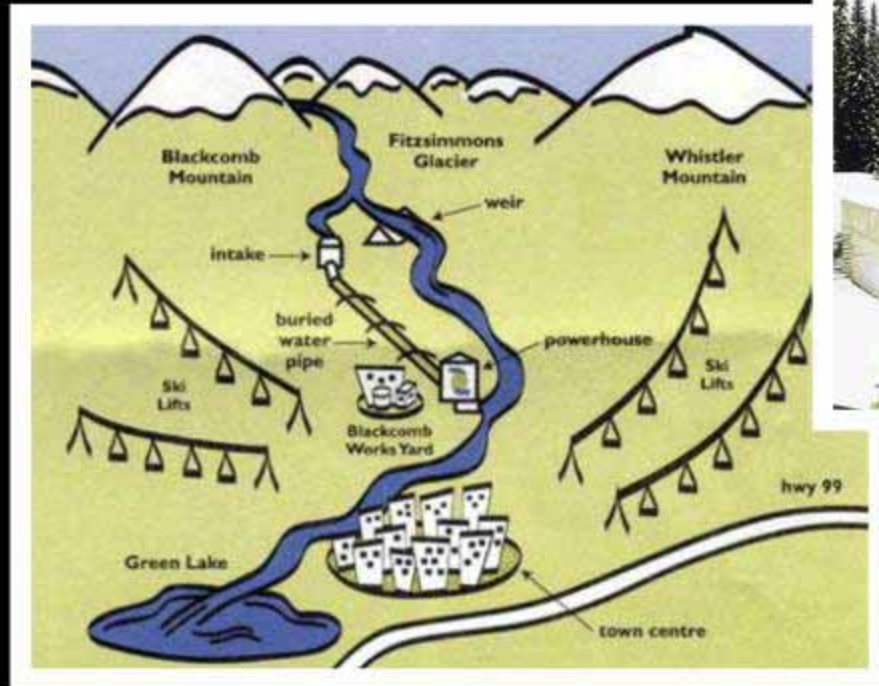




SOO VALLEY CONSERVANCY 10,000 Ha's




FITZSIMMONS RUN OF THE RIVER PROJECT





WHAT ARE THE STEPS TO ENSURE SUCCESS IN REGIONAL PLANNING?

- Working Relationships for Common Goals
 - Build a Vision
 - Expressed End Game
 - Together Build a Vehicle (plan) to Move the Vision Forward
 - E=M Integrate
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WHAT ARE THE LESSONS LEARNED OR ROADBLOCKS TO OVERCOME?

- Humility/Disarm
- Patience/Persistence (Never give in for the greater good)
- Talk little do a lot
- Media- Respect
- Agree to a plan that takes Climate change, Biodiversity, Social issues and Economic opportunity head on!





STEPPING INTO THE 21st CENTURY

- Whistler 2020
- Local Government Restructured
- Partner vs. Polarized



SHARE

PROTECT

INSPIRE



WHISTLER BLACKCOMB