

May 6, 2010 | 1:30pm - 3:00pm PST



Community Cultural Tourism:

A flexible, multi-purpose tool for community economic development

This session will provide regional and community-based economic development staff with an introduction to Community Cultural Tourism, which is tourism based on the arts, culture and heritage of a community.

The webinar will explain how culture touches virtually all tourists, and how for a select group of high-value visitors, culture is a key motive to travel. It will outline the benefits, in economic, social and cultural terms, that community cultural tourism can provide, and how this is an attractive area of enterprise for civic officials, residents and the tourism industry.

This webinar will:

- Profile pilot projects undertaken to demonstrate project principles;
- Provide linkages to helpful tools and programs available through MTCA and MCD to support communities looking to use cultural tourism; and
- Offer useful tips to economic development officers looking to support community diversification and sustainable development.

Join online



at no cost



Presenter Bruce Whyte is cultural tourism advisor in the Arts & Culture Branch of MTCA. Bruce has more than 20 years experience in community tourism development in government and as a consultant working with BC's coastal and rural communities. Bruce holds an MA from Royal Roads, a B.Sc. from UVic and a diploma in journalism.

Register today at:

www.ruralbc.gov.bc.ca/webinars.htm

Registration Deadline: May 3, 2010