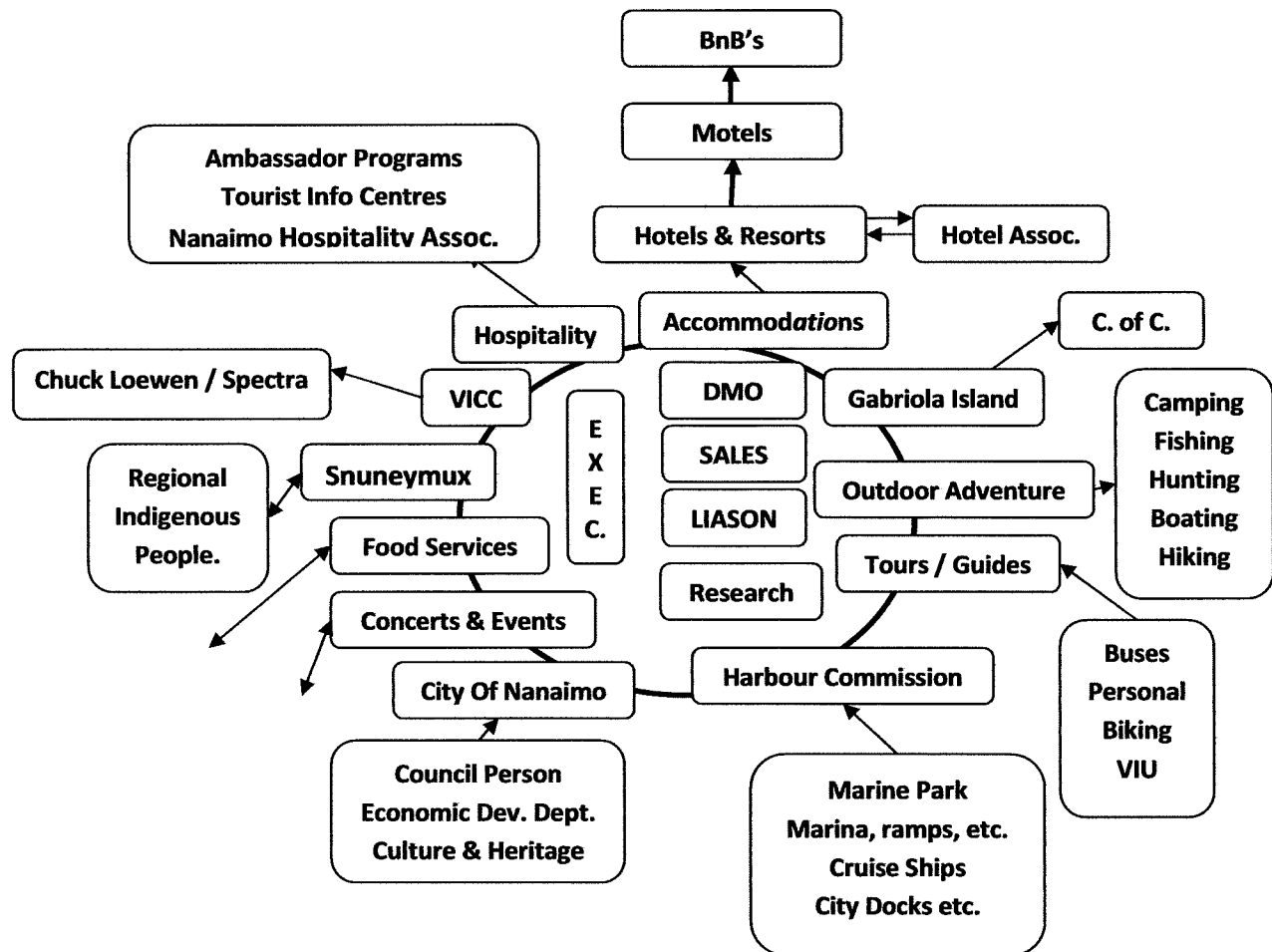


A Tourism Governance Model - A Concept



This group of primary stakeholders become the **Board of Directors** who are **entirely accountable for the short and long term development of sustainable Nanaimo tourism**. The Board can create action committees who undertake a specific area e.g. Research, Finance, etc. and then gets recommendations approved by the Board. An easy example would be **Marketing or Sales**, which preside over the short term of the **urgent business of filling rooms or seats** (accommodations, tours / events companies). Another would be **Hospitality** which logically must be the current **NHA** as they have the track record and a fiduciary role in this area by agreement with the City. More importantly, their willingness and ability are a matter of record; it is a key Nanaimo strength already.