

Tourism and Recreation

Tourism in BC must benefit communities equitably and economically, while protecting the environment and meeting the needs of local residents.

HOW WE'RE THINKING ABOUT THIS

Tourism is a gateway to the beauty of BC's environment, people, and culture—and it is a key component of our economy.

In a time of increasing uncertainty, British Columbians are seeking stability and security—especially when it comes to employment. Tourism offers the opportunity for BC-based businesses to create long-term, stable employment in all regions of the province.

Tourism is an ever-growing industry in BC, currently the second-highest earner in the province, and will continue to play a vital role in our economy. As tourism continues to expand, it is essential that our communities benefit equitably and that our ecosystems remain protected. Socio-cultural and ecotourism offer visitors the chance to experience BC's landscapes and cultures firsthand, while promoting sustainable growth.

Regular physical activity plays a key role in improving both physical and mental health, preventing disease and helping people live longer, healthier lives. The BC Greens believe that investing in sport and recreation is a proactive approach to building more connected communities and healthier individuals, which will reduce long-term pressure on the healthcare system.

Improving cycling infrastructure and trail networks across the province would not only enhance access to recreation but also promote sustainable tourism, creating lasting benefits for local communities and contributing to a more resilient future.

PROBLEM DEFINITION

Tourism is an essential part of our province's economy, but a changing climate continues to impact the sector. It is crucial for tourism to grow sustainably, minimizing harm to ecosystems while building resilience against climate change. Many examples from around the

world, including Canada, highlight the risks of extractive, unsustainable tourism—pollution, resource depletion and environmental degradation.

BC has a critical opportunity to align tourism practices with the needs of local communities and ecosystems, ensuring long-term sustainability and protection of our natural resources.

Enhance cycling tourism in British Columbia by improving infrastructure and collaborating with local partners to promote cycling and trails as a sustainable travel option.

- We will work with the BC Cycling Coalition and other local partners to expand and improve cycling tourism across the province.
- We will focus on improving cycling infrastructure to create safer and more accessible routes for cyclists.
- Collaborate with Destination BC to promote cycling tourism through targeted marketing and outreach efforts.
- Collaborate with local partners to improve and expand trail networks across the province.

Support and enhance the amateur sport sector in British Columbia by ensuring adequate funding and resources.

- Coordinate and collaborate with Sport BC to ensure sufficient funding and support is provided to BC's amateur sport sector.
- Update the "Pathways to Sport: A Strategic Framework for Sport in British Columbia 2020-2025" to prepare for the next five years of sport development.
- Through extensive collaboration with sport organizations, set an ambitious plan to improve the access and quality of sports and recreation services across the province.