



# Tourism Labour Market Research Project Vancouver Island, British Columbia

## Phase I – Report

*June 17, 2002*

*Prepared by:*  
The Tourism Association of Vancouver Island  
and  
Recreation and Tourism Research Institute at  
Malaspina University-College

Dave Petryk  
Executive Director  
The Tourism Association of Vancouver Island  
Phone: (250) 754-3500  
Email: [dave@islands.bc.ca](mailto:dave@islands.bc.ca)



Nicole L. Vaugeois  
Chair, Department of Recreation and Tourism  
Management  
Malaspina University-College  
Phone: (250) 753-3245 Local 2772  
Email: [vaugeois@mala.bc.ca](mailto:vaugeois@mala.bc.ca)



# Table of Contents

---

Executive Summary .....	3
Background.....	5
Methods.....	7
□ Database and inventory development	
□ Labour market profile	
□ Proposal	
Findings.....	9
Recommendations.....	16
Appendices A-H.....	17
Appendix A Preliminary introduction e-mail to businesses.....	18
Appendix B Preliminary Introduction e-mail to organizations .....	19
Appendix C Telephone Survey Form .....	20
Appendix D First e-mail form .....	22
Appendix E Survey form.....	23
Appendix F 2 <sup>nd</sup> e-mail form introduction only.....	26
Appendix G 3 <sup>rd</sup> e-mail form introduction only.....	27
Appendix H Phase II Proposal.....	28

# Executive Summary

---

Tourism activity represents a large and growing area of Vancouver Island industry. To ensure its sustained growth, it is vital to supply the industry with qualified human resources. The Tourism Labour Market Research project was initiated in Phase I by the *Tourism Association of Vancouver Island* (TAVI) and the Malaspina University-College (MUC) *Recreation and Tourism Research Institute* (RTRI) to provide a comprehensive inventory of tourism employment on Vancouver Island and the Islands. Phase II will utilize the database to undertake more in depth research into tourism labour market needs in order to plan and monitor tourism related employment in the future. The goal of the combined project is:

*To establish a research partnership between the Tourism Association of Vancouver Island and the Recreation and Tourism Research Institute at Malaspina University-College that supplies the tourism system on Vancouver Islands with locally based, reliable, on-going data for planned, sustained growth of the industry.*

With the support of direct funding from Human Resources Development Canada (HRDC), Nanaimo, British Columbia, Phase I of the project commenced in late February 2002 and was completed by mid-June 2002. A three-person research team was employed by Tourism Vancouver Island under the guidance and direction of an Advisory Committee, which consisted of representatives from TAVI, MUC, and HRDC. The deliverables for Phase I of the project include a) a comprehensive database which inventories tourism employers on Vancouver Island and the Islands; b) a tourism labour market profile resulting from a survey of a sample of organizations in the database; and c) the more detailed proposal for Phase II of the project. All of these deliverables are contained within this report.

The complete database includes 3483 listings of tourism related organizations in the Vancouver Island and Islands region. It was compiled using a variety of secondary data sources such as Chambers of Commerce listings, telephone directories, tourism membership lists, websites, and promotional materials. The sectors represented in the database include:

- Accommodation
- Transportation
- Food and beverage
- Attractions
- Tourism education
- Travel and Tour operators
- Arts, Culture and Entertainment
- Conference and Meetings
- Outdoor recreation (sports, ecotourism, and adventure tourism)

Once the database was near completion, a telephone/ email survey was done to attempt to reach each organization in the database. The intent of the survey was to prepare a tourism labour market profile including information on:

- the degree to which the employer is involved in the tourism industry;
- an appropriate industry sector(s) for each employer;

- how the business, agency, and organizations is organized: private for-profit, not-for-profit, public agency;
- the seasons of operation;
- the number of employees: full or part-time and season of employment;
- the relative level of employment positions

A total of 1397 surveys were completed for a 40% response rate. Some of the findings from the survey data include:

- There is a variety of products and services delivered in the tourism system on Vancouver Island and the Islands with 54% of organizations providing accommodations and 32.6% providing food and beverage services. A large percentage of organizations (37.8) provide outdoor recreation, sport and adventure/eco-tourism products, 25.5% provide arts, culture and entertainment, and 21% are travel and tour operators. Conference and meetings services were provided by 16% of organizations, 14.7% were an attraction, 12.7% were in transportation, and 13.2% were in education and training.
- Contrary to the common image of tourism being highly seasonal, organizations surveyed remained in operation almost year round. 97.4% indicated they operate in the summer (July – September), 93.1% in the spring (April – June), 91.6% in the fall (October – December) and 79.7% remain in operation during the winter (January – March).
- Tourism organizations rely more heavily on full time employment than they do part time employment. The average number of full time people employed by tourism organizations ranged from 6.9 in the winter to 8.9 in the summer, and total full time employment ranged from 24,032 in the winter to 30,990 in the summer. By contrast, the average number of part time people employed by organizations ranges from 3 in the winter to 4.4 in the summer, and total part time employment ranged from 10,449 in the winter to 15,325 in the summer. Of interest, a high percentage of organizations, ranging between 44.6% to 60.1%, reported that they do not hire any part time employees throughout the year.
- On average, Vancouver Island tourism organizations operate with approximately 2 people in a management/supervisor capacity, resulting in an estimated 7663 management level positions per year, or 29% of full time tourism employment.

The proposal for Phase II was developed by the RTRI at Malaspina University-College after receiving input from the Advisory committee. One focus group was held in Nanaimo with representatives from three industry sectors to identify some of their information needs. With this combined input, the proposal for Phase II, if approved, will allow for the preliminary findings from Phase I to be expanded in scope and serve needs of the industry, education and training institutions and tourism marketing organizations.

A series of Public Service Announcements, published in local and regional newspapers, was done to build awareness of the project and to promote the value of research initiatives to the tourism industry.

# Background

---

Traditionally, employment levels in the tourism industry were obtained using anecdotal observation, ineffective reporting, or application of inaccurate formulas. More recently, however, quantifiable empirical employment data is available, providing a more accurate measure of the number of British Columbians employed by tourism and tourism-related activities.

In 2000, this number was estimated at 111,890 people, which accounted for approximately 7.4% of the provincial labour force, ranking fifth in provincial employment among industry sectors. Tourism employment in BC was estimated to account for 1-in-13 jobs in the province. Tourism employment grew incrementally by 20.2% in the 10-year period from 1991 to 2000. While these numbers are useful to grasp the sheer significance of the tourism industry, there is a need to move beyond sheer reporting of job numbers and develop a better understanding of who is employed in tourism, where, with what training and education, and with what needs? It is by advancing our understanding of tourism employment that we can perhaps provide better strategies for building and maintaining a responsive, educated and vital tourism labour market.

Tourism is a vital component of the Vancouver Island economy. In many communities; tourism is well established and provides jobs directly and indirectly. However, in other communities, tourism is being established to help diversify the local economic base and assist communities struggling with resource industry transitions. To facilitate the transition process from 'old' resource extraction-based economy to the 'new' service-based economy, public and private sector organizations and communities need access to current and accurate information on the status and employment requirements of the tourist industry.

Currently, our understanding of tourism employment on Vancouver Islands is limited due to the lack of research in the area. Educators often use advisory panels to try and understand what employers need, but members represent only a minute portion of the industry. Tourism employers who need qualified human resources to operate, struggle to recruit enough quality people for positions. The industry struggles with images of "low paying" or "seasonal jobs" and there is limited recognition of how much tourism employment actually contributes to the regional economic health and peoples lives. For these reasons and more, the solution of providing tourism employment research through a partnership was developed.

Tourism Labour market research can benefit the Island(s) by:

- providing a clear image of how tourism is contributing to rural communities--direct and indirect economic impacts, social and personal benefits;
- providing the tourism system with an industry employment profile in rural areas; at what level; and receiving what benefits;
- allowing the industry to track changes in tourism employment patterns and recommending improvements and enhancements to the quantity and quality of tourism career opportunities for island residents;
- improving access to a diversity of education and training products for tomorrow's tourism professionals;
- improving the level of tourism products and services delivered on Vancouver Island, based on input from visitors and employers needs;

- improved access to information for decision making at the entrepreneur, organizational, community, and educational levels; and
- supporting the development of new and existing tourism ventures.

Tourism Vancouver Island and Malaspina University-College developed a collaborative research project in two Phases. Phase I was used to initiate the project and develop a) a comprehensive database of tourism employers, b) a profile of tourism employment on the Island(s), and c) the proposal for continued research in Phase II.

# Methods:

---

The following methods section will be broken down into three sections to describe the methods used in each deliverable:

## **a. Database and Inventory of Tourism Employers**

From February to mid May, the tourism research assistants sought to develop a comprehensive database of tourism employers on Vancouver Island and the Islands. The database was to include organizations and businesses in each of the following sectors:

- Accommodations
- Transportation
- Food and beverage
- Attractions
- Training and education
- Travel and tour operators
- Arts, culture and entertainment
- Conference and meetings
- Outdoor recreation (ecotourism, adventure tourism)

As much as possible, the goal was to obtain lists from other organizations such as Tourism marketing organizations, Chambers of Commerce, business license holders, etc. After making requests to these information sources, the research assistants also scanned the internet with various search engines, combed the white and yellow pages of the telephone directory, and used local knowledge to develop the total list.

The database was set up in Access so that it could perform multiple search queries, and store the amount of data that was to result. Data was collected on all entries for:

- Organization name
- Address
- Email
- Website
- Telephone/fax contact
- Type of sector

In addition, the database was set up to record data from the survey including;

- Number of employees (seasonal, part-time, full time, and level)

The database was cleaned and stored at TAVI, with copies at Malaspina University-College.

## **b. Profile of tourism employment**

Once the database was nearing completion, a survey instrument was developed in order to gather more information from tourism employers. The survey instrument was developed by the Advisory Committee and piloted prior to use (see Appendix C and D). It was intended to measure:

- how involved the organization was in tourism
- what tourism sector(s) the organization was involved in
- whether the organization was public, private or not for profit
- what seasons the organization operated in
- how many employees were employed in each season
- how many of the employees were in management or supervisory positions

The survey was structured in three stages. First, a series of e-mail messages was transmitted to organizations in the database that had an email address. Organizations were provided with an introduction to the project and were requested for cooperation in the project (see Appendix A and B)

Second, a series of three e-mail transmissions were sent to approximately 1800 valid e-mail addresses resulting in 500 completed surveys (28% response rate). In conjunction to the e-mail campaign, the survey form was also available on the Tourism Vancouver Island web site. The responses received via e-mail and the web-site was subsequently compiled into the data-base. The responses were continually monitored for duplicates, then filtered and sorted accordingly.

Lastly, a telephone campaign was conducted to the business and organizations that did not respond to the e-mail transmissions and/or to those without access to e-mail. The research assistants (RA's) made an initial attempt followed by two follow-up calls. If there was no response, the entry is considered to be a 'refusal/decline' and recorded as such. As with the e-mail survey, responses were continually monitored for duplications and the data-base up-dated accordingly. To facilitate the interview process a Frequently Asked Question (FAQ) sheet was developed to provide consistency to questions from respondents.

The RA's used MS Access to store and process the data: MS Access functioned well in this application because of its flexibility and subsequent convertibility into other data-formats such as MS Excel. The e-mail questionnaire was designed in MS FrontPage and adapted to web-based use and provided the basis for the telephone survey form and telephone script (see Appendix E).

## **c. Proposal for Phase II**

The third deliverable in Phase I was a more detailed proposal for Phase II (see Appendix H). The proposal was developed by the partners after soliciting input from a focus group in Nanaimo, and input from the Advisory Committee meetings. The proposal highlights how Phase II will build upon the data collected in Phase I to provide more in depth information on the needs of the tourism labour market.

# Findings:

---

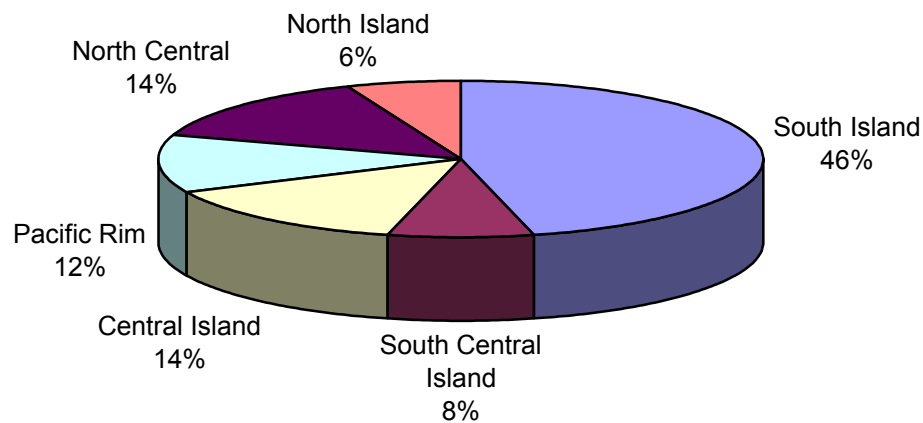
The first phase of the research project provides valuable information on the tourism employment scene on Vancouver Island. This section will outline some brief findings on the database and then using the survey results, it will provide a description of tourism employment estimates during the entire year, and in each region of the island.

## Database and inventory of tourism employers

The number of entries in the database at the end of the project was 3483. These 3483 organizations were deemed to be somewhat involved in tourism. Databases do not however, remain constant and it is very difficult to determine whether or not they are ever complete. The number does indicate substantial involvement in the tourism industry on Vancouver Island and the Islands.

Figure 1.

Vancouver Island Tourism Operators/Agencies by Region



The regional distribution of operators and agencies in the tourism database is shown in Figure 1. The majority of tourism organizations are represented in the south island region (46%). The remaining 54% of tourism employers are spread relatively evenly throughout the remainder of the island with 14% of employers from Central Island, 14% from North Central, 12% from the Pacific Rim, 8% from South Central Island, and 6% from North Island. A breakdown of the actual number of operators and agencies in each region is further represented in Table 1.

**Table 1. Vancouver Island Tourism OPERATORS/AGENCIES BY REGION**

Region	Total Data Base (n = 3483)		Number Interviewed (n = 1397)	
	Percent	Number	Percent	Number
South Island	46.4	1615	35.4	494
South Central	8.0	280	8.9	124
Central	13.8	479	17.3	242
Pacific Rim	11.5	400	13.5	189
North Central	13.6	474	16.8	235
North Island	6.3	220	7.7	108

The database was compiled using the researchers perception of whether or not each organization was involved in tourism. In the survey, respondents were asked to reply to what extent they felt their organization was involved in tourism. Table 2 indicates that the majority (64.4%) of respondents felt that their organization was mostly involved in tourism, while 28.8% felt that they were somewhat involved in tourism. A small percentage (2.9%) felt that they were not at all involved in tourism.

**Table 2. LEVEL OF INVOLVEMENT IN TOURISM by Operators or Agencies on Vancouver Island**

Involvement	Percent	Estimated Number*
Not at all involved	2.9	101
Somewhat involved	28.8	1003
Mostly involved	64.4	2243

\*Estimated number computed by applying sample percent (n=1397) to the data base population (n= 3483)

Respondents were also asked to describe what type of tourism product or service they provided for visitors. As indicated in Table 3, there is a wide range of involvement in various tourism sectors. 54% of respondents indicated that they were involved in provision of accommodations for visitors, while another 32.6% provided food and beverages. Outdoor recreation and sport products were provided by 37.8% of tourism organizations, and 25.2% reported that they provided arts, culture and entertainment services. As this is the first time these numbers have been tracked for Vancouver Island, it is impossible to report whether or not there has been a trend in these figures, although future monitoring will allow this type of analysis.

**Table 3. TYPES OF TOURISM PRODUCTS AND SERVICES Provided by Operators or Agencies on Vancouver Island**

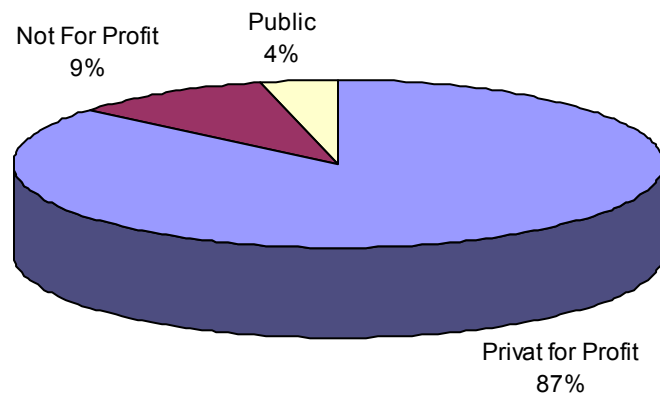
Type of Service	Percent	Estimated Number*
Accommodation	54.0	1881
Food and Beverage	32.6	1135
Conference and Meeting Facilities/Services	16.0	557
Art, Culture and Entertainment	25.2	878
Outdoor Recreation, Sport and Adventure/Eco-Tourism	37.8	1317
Other Attraction	14.7	512
Transportation	12.7	442
Travel and Tour Operator	21.0	731
Training and Education	13.2	460

\*Estimated number computed by applying sample percent (n=1397) to the data base population (n= 3483)

Figure 2 provides a breakdown of the type of organizations involved in tourism on Vancouver Island. The tourism industry on Vancouver Island is largely represented by private, for profit, businesses (86%). The not for profit sector represented 10% of the organizations in the database and the public sector represented 4%.

**Figure 2:**

**Type of Organization Involved in Tourism on Vancouver Island**



Respondents were asked to indicate which seasons they operated in during the survey. Table 4 indicates that overwhelmingly, respondents were operating almost year round. 97.4% of respondents indicated that they are in operation during the Island(s) high season during the summer months (July-September), 93.1% indicated they operated during spring (April – June), and 91.6% reported that they operated during the fall season (October – December). 79.7% of respondents indicated they remained in operation during the winter season (January - March). Table 5. indicates there is very little change in seasonal tourism operations within the 6 island regions.

**Table 4. SEASONS OF OPERATION of Tourism Organizations on Vancouver Island**

Season of Operation	Percent	Estimated Number*
Spring	93.1	3243
Summer	97.4	3392
Fall	91.6	3190
Winter	79.7	2776

Estimated number computed by applying sample percent (n=1397) to the data base population (n= 3483)

**Table 5. Seasonal Change in Tourism Operations on Vancouver Island by Region**

	Seasons of Operation by Tourism Region							
	Spring		Summer		Fall		Winter	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
South Island	97%	1567	98%	1583	95%	1534	86%	1389
South Central Island	95%	266	98%	274	94%	263	81%	227
Central Island	93%	465	97%	465	91%	436	81%	388
Pacific Rim	92%	368	98%	392	89%	356	72%	288
North Central Island	91%	431	97%	460	91%	431	75%	356
North Island	92%	202	97%	213	90%	213	80%	176
		3299		3387		3233		2536

**Table 6. Number of FULL-TIME EMPLOYEES of Tourism Operators or Agencies on Vancouver Island**

Number of Full-Time Employees	Percent By Season			
	Spring	Summer	Fall	Winter
0 People	18.0	13.6	18.0	25.5
1 Person	21.0	20.0	20.6	20.1
2 Persons	22.8	23.4	23.7	21.8
3-5 Persons	17.8	17.9	17.7	14.4
6-10 Persons	8.1	10.2	7.9	7.2
More than 10 Persons	12.4	14.8	11.9	11.1
Mean	7.4	8.9	7.3	6.9
Minimum	0	0	0	0
Maximum	350	500	300	300
Estimated Total*	25,774	30,990	25,426	24,032

Estimated total number computed by applying sample percent (n=1397) to the data base population (n= 3483)

Respondents were asked to identify the number of people employed full time in each of the tourism seasons during the survey. Table 6 provides details on the variation of full time employees by season. While the average number of people employed full time ranges from 6.9 in the winter season to 8.9 in the summer, it appears that a significant number of tourism organizations operate with either one or two full time people on a year round basis. The overall estimate of full time tourism employees on Vancouver Island ranges from 24,032 in the winter months to 30,990 in the summer season.

As many tourism organizations rely heavily on part-time staff to operate, respondents were also asked to identify the number of people employed in a part time capacity throughout the year. Table 7 provides a detailed breakdown of the part time employment requirements on Vancouver Island. The number of people employed on a part time basis ranges from 3 in the winter to 4.4 in the summer. A significant portion, ranging from 44.6% to 60.1% of operators do not employ any part time staff throughout the year. 9.4 to 13.8% of tourism organizations require between 1 –5 part time employees throughout the year. In total, the tourism industry employs between 10,449 part time jobs in the winter season and 15,325 jobs in the summer season.

**Table 7. Number of PART-TIME EMPLOYEES of Tourism Operators or Agencies on Vancouver Island**

Number of Part-Time Employees	Percent By Season			
	Spring	Summer	Fall	Winter
0 People	51.1	44.6	52.7	60.1
1 Person	12.3	13.8	12.2	10.3
2 Persons	11.5	12.5	10.5	9.4
3-5 Persons	13.0	13.8	12.6	10.6
6-10 Persons	5.9	7.6	5.7	4.2
More than 10 Persons	6.4	7.6	6.2	5.4
Mean	3.6	4.4	3.3	3.0
Minimum	0	0	0	0
Maximum	250	150	150	350
Estimated Total*	12,539	15,325	11,494	10,449

Estimated number computed by applying sample percent (n=1397) to the data base population (n= 3483)

As there is often speculation that the majority of tourism jobs are on the front line, respondents were also asked to identify the number of people employed in managerial or supervisory level positions. Table 8 indicates that on average, Vancouver Island tourism organizations operate with approximately 2 people in a management/supervisor capacity. 42.8% of tourism organizations have one person, and 30% have two people in a management or supervision role, while 9.2% did not identify any individuals and 5.4% indicated that they had more than 5 managers or supervisors employed. In total, it is estimated that the tourism industry employs approximately 7663 people in management positions, or using the average number of full time employees per year at 26,555, management positions represent approximately 29% of full time tourism employment.

**Table 8. . Number of MANAGERS/SUPERVISORS Employed by Tourism Operators or Agencies on Vancouver Island**

<b>Number of Managers or Supervisors</b>	<b>Percent</b>
0 People	9.2
1 Person	42.8
2 Persons	30.0
3-5 Persons	12.5
More than 5 Persons	5.4
Mean	2.2
Minimum	0
Maximum	75
Estimated Total*	7,663

---

Estimated number computed by applying sample percent (n=1397)  
to the data base population (n= 3483)

# Recommendations

---

The tourism employment profile for Vancouver Island provides the tourism industry with some accurate, local figures on the significance of tourism to the islands region. It also reveals some interesting findings that can be used to first understand the tourism labour market, and to find ways to maintain current levels of activity while enhancing employment in the industry.

Phase I was intended to initiate the tourism labour market research project and deliver a profile and database from which to work on. It was also useful to the research team in that it provided an opportunity to get to know one another, the research questions we needed answers to, and it provided a chance to promote the project. As we hope to continue to Phase II during the summer, some of our recommendations for enhancing the project and utilizing the results of Phase I include:

- The results from Phase I should be made available to those who participated in the survey, on the TAVI and MUC websites, in a newsletter type format for the industry and in a series of press releases to local media.
- The partners should consider some type of incentive to encourage tourism employers to participate in the second phase of the project.
- There can be more analysis done on the different regions to provide tourism marketing organizations with information on tourism employment.
- The database should be housed in one location, preferably Malaspina University-College where it should be updated every two years. This would allow for trends in tourism employment to be monitored and strategies to be taken to respond to changes can be made in education and training venues.
- There needs to be further research done on some of the questions that emerged from Phase I. Exploring how much people are being paid in positions, length of residence, socio-demographic data, education levels and education needs, job satisfaction levels and previous employment history are all but a few items that would assist us to gain a better understanding of tourism employment on the island.
- The results should be circulated to all tourism training and education organizations listed in the database, and efforts at forming an alliance to update the inventory in the future should be encouraged. These players could form a critical link in maintaining the inventory, utilizing it and making sure that different education products are produced to meet all needs within the industry.
- Finally, the database should be used as much as possible, starting with the generation of a sample for Phase II to investigate further questions.

# Appendices

---

- Appendix A: Preliminary introduction e-mail to businesses
- Appendix B: Preliminary Introduction e-mail to organizations
- Appendix C: Telephone Survey Form
- Appendix D: 1<sup>st</sup> e-mail form
- Appendix E: Survey form
- Appendix F: 2<sup>nd</sup> e-mail form introduction only
- Appendix G: 3<sup>rd</sup> e-mail form introduction only Phase II Proposal
- Appendix H: Phase I Proposal

**Preliminary introduction e-mail to business**

Tourism Association of Vancouver Island  
203-335 Wesley Street  
Nanaimo V9R 2T5 British Columbia  
Phone: (250) 754-3500  
Fax: (250) 754-3599  
e-mail: [arwen@islands.bc.ca](mailto:arwen@islands.bc.ca)

**Vancouver Island  
Tourism Labour Market  
Research Project**

---

The Vancouver Island Labour Market Research Project is a unique partnership between the Tourism Association of Vancouver Island (TAVI), the Recreation and Tourism Research Institute (RTRI) at Malaspina University-College, Nanaimo, and Human Resources Development Canada, Nanaimo.

The Tourism Association of Vancouver Island is a not-for profit tourism marketing organization mandated to increase tourism visitation and expenditures to the Islands region. The Recreation and Tourism Research Institute is a research entity that provides tourism organizations and businesses with reliable and cost-effective research based information.

The Vancouver Island Labour Market Research project addresses the need for accurate information on the current and projected labour market situation in the tourism industry on Vancouver Island. The purpose of the project is to survey a sample of businesses and complete a detailed report on the labour market needs of tourism businesses in The Islands region of BC. In order to survey an accurate sample we must first develop a complete inventory of the tourism businesses located in The Islands region. On completion, the report will be made available to participants in the inventory survey.

***We respectfully ask that you take a few moments to complete the form included in this email. The purpose of this form is to ensure that the tourism business inventory we have created is as accurate as possible. Once you have completed the form hit the submit button and it will be emailed directly to us. If you have difficulty returning the form through email you can fax it to us at (250) 754-3599 or drop it off at Tourism Association of Vancouver Island, #203-335 Wesley Street, Nanaimo, BC, V9R 2T5.***

If you have any questions regarding the use of this information or the purposes of the Tourism Labour Market Research Project please do not hesitate to contact me. I can be reached at the Tourism Association of Vancouver Island by phone (250) 754-3500 ext. 310, email [arwen@islands.bc.ca](mailto:arwen@islands.bc.ca), or fax (250) 754-3599.

Sincerely,

Arwen Wallington  
Research Assistant  
Vancouver Island Labour Market Research Project

### Preliminary Introduction e-mail to organizations

Tourism Association of Vancouver Island  
203-335 Wesley Street  
Nanaimo V9R 2T5 British Columbia  
Phone: 1-250-754-3500  
Fax: 1-250-754-3599  
e-mail: arwen@islands.bc.ca

### Vancouver Island Tourism Labour Market Research Project

---

The Vancouver Island Labour Market Research Project is a unique partnership between the Tourism Association of Vancouver Island (TAVI), the Recreation and Tourism Research Institute (RTRI) at Malaspina University-College, Nanaimo, and Human Resources Development Canada, Nanaimo.

The Tourism Association of Vancouver Island is a not-for profit tourism marketing organization mandated to increase tourism visitation and expenditures to the Islands region. The Recreation and Tourism Research Institute is a research entity that provides tourism organizations and businesses with reliable and cost-effective research based information.

The Vancouver Island Labour Market Research project addresses the need for accurate information on the current and projected labour market situation in the tourism industry on Vancouver Island. The purpose of the project is to survey a sample of businesses and complete a detailed report on the labour market needs of tourism businesses in The Islands region of BC. In order to survey an accurate sample we must first develop a complete inventory of the tourism businesses located in The Islands region. On completion, the report will be made available to participants in the inventory survey.

***We respectfully ask that you take a few moments to forward us a list of the businesses from your membership database that are located in The Islands region or the province of BC, whichever is easier for you. If at all possible we would prefer the information be forwarded to us in electronic format, for example in a table or a database, through email. The email address you can send this information to is [merv@islands.bc.ca](mailto:merv@islands.bc.ca). If it is not possible for you to forward us your membership listing electronically you can fax it to us at (250) 754-3599 or drop it off at Tourism Association of Vancouver Island, #203-335 Wesley Street, Nanaimo, BC, V9R 2T5.***

If you have any questions regarding the use of this information or the purposes of the Tourism Labour Market Research Project please do not hesitate to contact me. I can be reached at the Tourism Association of Vancouver Island by phone (250) 754-3500 ext. 310, email [merv@islands.bc.ca](mailto:merv@islands.bc.ca), or fax (250) 754-3599.

The Vancouver Island Labour Market Research Project team thanks you in advance for your cooperation and participation.

Sincerely,

Merv Jefferies  
Research Assistant  
Vancouver Island Labour Market Research Project

## Telephone Survey Form

Survey Number #	Date	Time	Contact Name	Initial
_____	_____	_____	_____	_____

## Vancouver Island Tourism Industry Survey

**Q.1 I would like to begin by asking you how involved is your operation or agency in tourism. Is it: not at all involved in tourism; somewhat involved in tourism; or mostly involved in tourism?**

NOT AT ALL INVOLVED IN TOURISM	1
SOMEWHAT INVOLVED IN TOURISM	2
MOSTLY INVOLVED IN TOURISM	3
REFUSED/NO ANSWER	99

**Q.2 Next, I am going to list a number of tourism sectors. Please tell me which ones apply to your operation or agency.**

ACCOMMODATION	1
FOOD AND BEVERAGE	2
CONFERENCE AND MEETING FACILITIES AND SERVICES	3
ART, CULTURE AND ENTERTAINMENT	4
OUTDOOR REC, SPORT, AND ADVENTURE/ECO-TOURISM	5
OTHER ATTRACTION	6
TRANSPORTATION	7
TRAVEL AND TOUR OPERATOR	8
TRAINING AND EDUCATION	9
OTHER	10
REFUSED/NO ANSWER	99

**Q.3 Which of the following describes how your operation or agency is organized? Is it a private (for profit) business, a not-for-profit organization, or a public agency?**

PRIVATE (FOR PROFIT) BUSINESS	1
NOT-FOR-PROFIT ORGANIZATION	2
PUBLIC AGENCY	3
REFUSED/NO ANSWER	99

**Now I am going to ask you some questions regarding the seasonality of your operation or agency.**

**Q.4 During which seasons do you operate? All year? Spring? Summer? Fall? Winter?**

SPRING	1
SUMMER	2
FALL	3
WINTER	4
REFUSED/ NO ANSWER	99

**Q.5 About how many full and part time employees, including yourself, are employed in your operation or agency in each of the following seasons? Spring...? Summer...? Fall...? Winter...?**

	F/T EMPLOYEES	P/T EMPLOYEES
SPRING		
SUMMER		
FALL		
WINTER		
REFUSED/NO ANSWER		99

**Q.7 About how many of these employees are managers or supervisors?**

MANAGERS/SUPERVISORS	
REFUSED/ NO ANSWER	99

**Q.8 We would like to confirm the name and address of your agency or operation for the tourism industry inventory. Is this okay?**

[YES - What is the name of your agency or operation? Mailing Address? Thank you.]  
[NO – Okay, thank you, we respect your privacy] 99

NAME OF AGENCY OR OPERATION

MAILING ADDRESS (town and postal code)

**Q.9 OPTIONAL: Finally, to help us develop a complete inventory of the tourism businesses on Vancouver Island, could you provide the names of 5 similar operations or agencies in your area. This completes the questionnaire, thank you for your assistance. The findings of this study will be available on line by September, 2002.**

First e-mail form



## Vancouver Island Tourism Industry Survey

We are conducting a study to better understand the significance of tourism employment on Vancouver Island. We are requesting your assistance in the first phase of this project - the development of a comprehensive listing of all tourism-related employers on Vancouver Island. Even if your operation or agency is only partly involved in tourism, your participation will be important to this project.

Your input will provide some direct benefits to you and to your associates in the tourism industry:

- Retaining and attracting quality employees.
- Improving tourism products and service delivery on Vancouver Island.
- Documenting the size and significance of tourism for Vancouver Island.

The attached questionnaire will require about 5 minutes of your time, and will be kept confidential. If you have any questions, please contact our research assistants Arwen Wallington or Merv Jefferies by phone (250) 754-3500 ext. 309 or 310, email [arwen@islands.bc.ca](mailto:arwen@islands.bc.ca) or [merv@islands.bc.ca](mailto:merv@islands.bc.ca), or fax (250) 754-3599.

Sincerely yours

A handwritten signature in black ink, appearing to read "Dave Petryk".

**Dave Petryk**

Executive Director

The Tourism Association of Vancouver Island

A handwritten signature in black ink, appearing to read "Nicole L. Vaugeois".

**Nicole L. Vaugeois**

Chair, Department of Recreation and Tourism Management

Malaspina University-College

## Email Survey Form

Simply enter your responses directly into the form below and click the "SEND" button at the end of the questionnaire.

Q.1 About how involved is your operation or agency in tourism?

- 1  NOT AT ALL INVOLVED IN TOURISM
- 2  SOMEWHAT INVOLVED IN TOURISM
- 3  MOSTLY INVOLVED IN TOURISM

Q.2 Below is a listing of types of tourism services. Please describe your operation or agency by checking ALL THAT APPLY from this list.

- 1  ACCOMMODATION
- 2  FOOD AND BEVERAGE
- 3  CONFERENCE AND MEETING FACILITIES AND SERVICES
- 4  ART, CULTURE AND ENTERTAINMENT
- 5  OUTDOOR RECREATION, SPORT, AND ADVENTURE/ECO-TOURISM
- 6  OTHER ATTRACTION
- 7  TRANSPORTATION
- 8  TRAVEL AND TOUR OPERATOR
- 9  TRAINING AND EDUCATION
- 10  OTHER

Q.3 Which of the following describes how your operation or agency is organized?

- 1  PRIVATE (FOR PROFIT) BUSINESS
- 2  NOT-FOR-PROFIT ORGANIZATION (e.g. nature club, hunting club, historical society)
- 3  PUBLIC (i.e. municipal, provincial, or federal government)

Q.4 During which seasons do you operate? (Please check ALL that apply)

- 1  SPRING
- 2  SUMMER
- 3  FALL
- 4  WINTER

Q.5 About how many FULL-TIME EMPLOYEES are employed in your operation or agency in each season?

SPRING FULL-TIME EMPLOYEES

SUMMER FULL-TIME EMPLOYEES

FALL FULL-TIME EMPLOYEES

WINTER FULL-TIME EMPLOYEES

Q.6 About how many PART-TIME EMPLOYEES are employed in your operation or agency in each season?

SPRING PART-TIME EMPLOYEES

SUMMER PART-TIME EMPLOYEES

FALL PART-TIME EMPLOYEES

WINTER PART-TIME EMPLOYEES

Q.7 About how many of these employees are MANAGERS/SUPERVISORS?

MANAGERS/SUPERVISORS

Q.8 Please enter the name and address of your agency or operation below.

NAME OF AGENCY OR OPERATION	<input type="text"/>
MAILING ADDRESS	<input type="text"/>
TOWN OR CITY	<input type="text"/>
POSTAL CODE	<input type="text"/>

Q.9 Finally, to help us develop a complete inventory, could you provide below the names of 5 SIMILAR OPERATIONS OR AGENCIES in your area.

<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

This completes the questionnaire. Thank you for your assistance. Findings of this study will be available on line by September, 2002.

---

The Vancouver Island Labour Market Research Project is a unique partnership between the Tourism Association of Vancouver Island (TAVI), and the Recreation and Tourism Research Institute (RTRI) at Malaspina University-College, Nanaimo. The project is funded through the Local Labour Market Partnership Program of Human Resources Development Canada.

**2<sup>nd</sup> e-mail form introduction only (Same as 1<sup>st</sup>: different introduction)**



**Vancouver Island Tourism Industry Survey**

About four days ago we sent you an email seeking your assistance in our study of tourism training needs on Vancouver Island. We have not heard from you yet, so we are writing you again to mention the significance of each questionnaire to the usefulness of the study.

This project was developed to support the tourism industry on Vancouver Island and to provide direct benefits to you. Training needs will vary somewhat from one operation to another, so the characteristics of all types of tourism services are needed to make this product useful to you and others in this industry.

The attached questionnaire should take no more than 5 minutes of your time, and will be kept strictly confidential. Thank you for considering this request.

If you have any questions, please contact our research assistants Arwen Wallington or Merv Jefferies by phone (250) 754-3500 ext. 309 or 310, email [arwen@islands.bc.ca](mailto:arwen@islands.bc.ca) or [merv@islands.bc.ca](mailto:merv@islands.bc.ca), or fax (250) 754-3599.

Sincerely yours

A handwritten signature in black ink, appearing to read "Dave Petryk".

**Dave Petryk**

Executive Director

The Tourism Association of Vancouver Island

A handwritten signature in black ink, appearing to read "Nicole L. Vaugeois".

**Nicole L. Vaugeois**

Chair, Department of Recreation and Tourism Management

Malaspina University-College

3<sup>rd</sup> e-mail form introduction only (same as 1<sup>st</sup>: different introduction)



**Vancouver Island Tourism Industry Survey**

We are writing to you about our study of tourism training needs on Vancouver Island.

Although we have received a response from a large number of operators and agencies, we have not heard from you yet. The success and the usefulness of this study depends on the participation of all groups providing a tourism-related service on Vancouver Island, so we are requesting you complete the attached brief questionnaire.

The questionnaire should take no more than 5 minutes of your time, and will be kept strictly confidential. Thank you for considering this request.

If you have any questions, please contact our research assistants Arwen Wallington or Merv Jefferies by phone (250) 754-3500 ext. 309 or 310, email [arwen@islands.bc.ca](mailto:arwen@islands.bc.ca) or [merv@islands.bc.ca](mailto:merv@islands.bc.ca), or fax (250) 754-3599.

Sincerely yours

A handwritten signature in black ink, appearing to read "Dave Petryk".

**Dave Petryk**

Executive Director

The Tourism Association of Vancouver Island

A handwritten signature in black ink, appearing to read "Nicole L. Vaugeois".

**Nicole L. Vaugeois**

Chair, Department of Recreation and Tourism Management

Malaspina University-College