

Survey

Tourism Opportunities Study – Operator Survey

The Columbia Forest District has been selected by the Ministry of Small Business, Tourism and Culture (MSBTC) for completion of a Tourism Opportunity Strategy (TOS). We are seeking your input as a local tourism operator in the completion of the TOS for your area.

A TOS is a study sponsored by the MSBTC – with partner agencies - to (i) update inventory information on current tourism/ecotourism operators in the study area and their key geographical areas of interest/use, and (ii) to examine a region's potential for further development in the ecotourism sector. The study is undertaken at a regional level, usually a forest district, to coincide with other land use planning processes and resource management agency boundaries. The information derived from a TOS is shared with several groups. Crown land managers are provided the updated inventory information so that they can include tourism interests in their own land management and development planning processes. Local economic and tourism development agencies use TOS information to assist with tourism marketing and economic development efforts. Finally, MSBTC will use the TOS results to support planning decisions by all agencies affecting the tourism industry. On completion of the TOS, the final report and data will be made available through MSBTC and the local regional tourism association.

This survey is a critical component of the TOS and is undertaken on behalf of the Ministry of Small Business, Tourism and Culture (MSBTC) by a consulting team led by Future Legacy Consulting Group. The survey is comprised of two parts: Part I (questions 1 – 5) assists in updating tourism operator and resource inventory information; Part II (questions 6 – 9) seeks your input and opinions on key issues affecting ecotourism development in your region.

Please answer only those questions that apply to your business.

Organization Name _____
Contact _____
Mailing Address _____
Physical Address (if different from above) _____
City, Prov _____ Postal Code _____ Phone _____
Fax _____ E-Mail _____ Web Site _____

Part I :

1. If your company is a:

- Accommodation facility/property manager , proceed to # 2.
- Tour operators (coach, adventure, etc) proceed to #3.

2. **If you are based in or use the district** and offer **overnight** accommodation facilities, please indicate for each type of facility you operate, the following information.

Type of Facility	Hotel / Motel	Hostel	Cabins	Lodge / Resort	Fishing / Guide Camp	Bed & Breakfast	Backcountry Lodge/Cabin	RV Park / Campground
rooms								# Campsites with hook-ups
beds								# Campsites with no hook-ups

3. What are the **primary activities** provided by your operation in the district (Examples include: snowmobiling, fishing).

4. What are the **secondary activities** provided by your operation (A secondary activity would not be supplied without the presence of the primary activity. A secondary activity does not have to be guided, e.g. wildlife watching, camping).

5. Please indicate the location of the **key geographical areas; resources** (i.e. trails); **and/or natural features** (i.e. waterfalls); that you frequently use in your operations on the map provided. (NB: This information will be shared with crown land managers so that they are aware of individual tourism operators' geographical areas of interest for agency consultation and referral purposes.)

Would you like the above information (responses to Questions 1 – 5) to be provided to your regional tourism association for marketing and tourist referral purposes ?

YES _____ NO _____

Part II :

6. Please indicate the number of people that you will employ in 2001 for the operations in the district for the following categories:

	Full time year round
	Full time seasonal
	Part time year round
	Part time seasonal
	Total employees (persons)

Do you employ local residents? Yes No

If yes, how many of the above employees would be local residents _____?

7. What are some of the key issues affecting tourism development in the Columbia Forest District? You may wish to consider some of the outstanding strengths of the region, or perhaps factors, which are impeding or threatening further development. Table 1 provides some suggestions to assist with your response.

Table 1: Possible Issues and Opportunities for Tourism/Recreation Development		
Natural features (e.g., mountains, lakes)	Resource/land use management or policy	Community attitude to tourism
Recreation features	Local availability of required supplies & services	Market and demand conditions
Seasonality or weather	Hospitality/amenities in nearby community(s)	Competition
Cultural or historical features	Accessibility from nearest community	Availability of capital
Current degree of development or utilization	Proximity to other attractions	Local/regional skills/labour market
Carrying capacity	Local economic development initiatives or office	Local/regional training capacity

8. What do you feel are the best new potential tourism development opportunities in the ecotourism/adventure travel sector in the Columbia Forest District?

9. What do you believe should be done to encourage further development in the ecotourism and adventure travel segment of tourism?
Are there specific actions you would like to see undertaken in your district?
