

Innovation in Tourism



LANGLEY · ABBOTSFORD · CHILLIWACK

Handpicked in the Valley

Where adventures take route.

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CATT, GW Graham Middle-Secondary School

GTPP Research Project 2012

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About The Authors

Ashley Fisher

My name is Ashley Fisher; I'm a 17 year old student at GW Graham Secondary School. I'm currently involved in CATT's Lodging Management and Tourism Programs; I have learned from this program, skills that I can use to start on a career path in the Tourism Industry. I've been volunteering in various businesses in my local tourism industry, working in Accommodations at the Travelodge and in Recreation and Entertainment at Reaper's Haunted Attraction. During my time at the Travelodge, I learned valuable skills in hotel management, specifically how to run the front desk. At Reaper's, I worked first hand with customers as a scare actor, entertaining them while they waited in line.

I was in the Innovation in Tourism project not only to learn a little more in depth information about Hand Picked in the Valley, but the British Columbia Tourism Industry in general. I believe this project has been a great opportunity to represent my country in a positive way.



Photo 1: At The Candle Factory



Photo 2: At Bakerview Eco Dairy, Abbotsford

Megan MacDonald

My name is Megan MacDonald; I'm an 18 year old student at GW Graham Middle Secondary School, where I've been involved in CATT programs Tourism and Lodging Management. My experience in the tourism industry was generally focused in the fields of Recreation and Entertainment with my time at the Chilliwack Chiefs Junior A Hockey Team and the Food and Beverage sector by volunteering as a server for the Mt. Cheam Lions Club's Seniors Luncheons. With the Chilliwack Chiefs I was greatly involved with our fan base, organizing game night giveaways and managing our Timbits Minor Hockey intermission team. My experiences with Mt. Cheam Lions Club were completely different, interacting with the seniors while serving coffee, treats and a well-balanced lunch.

I believe the Innovation in Tourism project has bettered my understanding of the world of tourism around by focusing not on the bigger picture of tourism in British Columbia or Canada, but by making me zero in to take a look at my own community. It is an honor to represent not only my school and community but my country on the world stage at the GTTP Conference.

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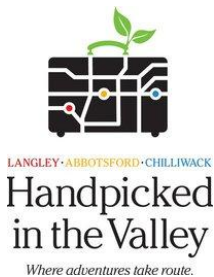


Sponsor & Contributor Acknowledgements

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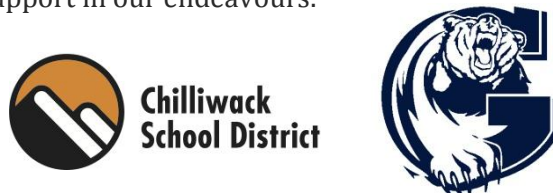
Thank you to the Canadian Academy of Travel and Tourism, in particular, Jason Gourley, for encouraging our participation in the project and supporting us throughout the process.



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We would also like to thank our parents, community members, the SD#33 District Administration, GW Graham Middle Secondary School Administration, community organizations and tourism businesses for their support in our endeavours.



Case Study Executive Summary

Over the course of our project, we've followed the startup process of a very unique marketing initiative in our local tourism community. We've taken a look at Hand Picked in the Valley from every perspective – from the views of its own directors to the businesses listed on their website and the customers who frequent them – and collect data to prove that Hand Picked in the Valley is an innovative initiative.

Case Study Problem Statement:

We are seeking to determine the effectiveness of an innovative promotional program, in its first year of implementation and its impact on the relationships and local tourism industry across the three communities of Chilliwack, Abbotsford, and Langley.

Case Study Problem Description:

Hand Picked in the Valley is the promotional brain child of Tourism Abbotsford, Tourism Chilliwack, and Tourism Langley. This initiative features opportunities to create your own itinerary as well as premade 'hand-picked' tours perfect for every demographic from a night out with the girls to a day out with the family (Hand Picked in the Valley, n.d.). Does this fit the mold of Innovation in Tourism? Our research seeks to access industry professionals and the guests that take part in the various activities and take advantage of the numerous amenities and resources available throughout the Fraser Valley.

From the organization, implementation and management of such a program, we are setting out to determine the following. What was the impetus of the program? How was it developed? Where is the program today and how has it shaped/influenced the tourism industry within the three communities over the past year since its inception? How has it changed the way in which the three communities interact? What are the plans for the future of the program? Are there further phases planned for implementation? Are there changes planned that will alter/improve the existing program? From the guest/client/customer perspective, we are setting out to determine the level of awareness and use of the program by visitors to the communities and the tourism businesses within them. As well, it is our intention to determine the success of the program in relation to visitors satisfaction in the services provided.



Photo 3: At The Olde Candy Shoppe, Fort Langley

Data Collection Process and Research Methodologies

Primary research: Tourism directors' survey¹

Our first step was generating a list of in-depth questions to broaden our understanding of Hand Picked in the Valley. We sent off that list to the initiative's directors in the first of many inquiry emails.

Primary research: Interviews with Industry professionals²

Just like we did the directors' survey, we started off by creating a list of questions and an interview request letter. We contacted 26 businesses via email and five of those businesses answered our questions in response. We also visited two additional businesses and interviewed their managers' in person.

Primary Research: Tourist Survey³

For surveying the tourist we first traveled to Abbotsford and visited Cannor Nursery, the Bakerview Eco Dairy, and Castle Fun Park. Next city we went to was Langley. In Langley we visited the Old Candle Factory and Fort Langley Historical site. Finally, we surveyed our home town of Chilliwack, where we went to Minter Gardens. At each location we surveyed customers on a few general topics; where they were from, their familiarity with the business we visited and tourism in that city before observing what demographic they would fall under and asking them about their knowledge of Hand Picked in the Valley and their thoughts on its effectiveness.²



Photo 4: Interviewing visitors at Cannor Nursery

Secondary research: Internet research

To round out our research, we incorporated our primary research with information we collected on the internet on various educational and industry websites.

¹ Please refer to the Appendix II, page II

² Please refer to Appendix VI, page 21 and Appendix VII, page 22

³ Please refer to the Appendix III, page III

² Please refer to the Appendix III, page III

From Colony to Confederation and Beyond: The Building of a Nation

History (Cranny, M., Jarvis, G., Moles, G. & Seney, B., 1999)

Though it is a fairly young country, Canada has a vibrant history and a brilliant future. Just over 500 years ago, explorer John Cabot discovered the Atlantic Coast of North America, landing as many believe in Cape Bonavista, Newfoundland, and claiming it for England. This discovery led to England's interest in the resources available in the Maritimes Provinces, especially the fishing industry.

Another industry Canada quickly became known for was fur trading; an industry that flourished when King Charles II of England granted the Hudson's Bay Company the monopoly on fur trading in all lands that drained into the Hudson's Bay in 1670.

Explorer, Alexander Mackenzie and his crew tried to expand that route and became the first travelers to reach the West Coast of Canada by land over 100 years later in 1793, though he failed to find a safe route for fur traders.

Nearly 50 years later Canada reached another first, its first railway. The Champlain and St. Lawrence Railway ran from Laprairie to St. John's, only 25 and 1/2 kilometers long. It was built to cut down the travel time from Montreal to New York and is still used to this day.

Another aspect of Canadian History still used to day is the Oregon Boundary Treaty – an agreement between the United States of America and British North America that the 49th

parallel would be the boundary between the two countries on the west coast. The 49th Parallel still acts as a border between Canada and the US in British Columbia. Twelve years later, the colony of British Columbia was created when miners discovered gold in the Fraser River and more than 30,000 miners flocked to its banks in hopes of hitting it big. The gold rush led to a rapid decrease in the Native population around the Fraser Valley.

On the other side of the continent, not even 10 years later, Canada as we know it started to take shape. With the passing of the British North America Act on July 1, 1867, which joined the provinces of Nova Scotia & New Brunswick with Upper &



Figure 1: Hudson's Bay Company original logo depicts the valuable beaver that for a period of time was the currency of the region.



Figure 2: The last spike joining the Canadian Pacific Railway was driven at Craigellachie, west of Revelstoke, on November 7, 1885.

Lower Canada, known today as Québec and Ontario, Canada took its first steps towards becoming a country.

Before British Columbia would agree to join Canada, it demanded a continental link to the rest of the nation and in November 1885, the last spike was driven into Canada's first ever nationwide railway. Known as the Canadian Pacific Railway (or CPR for short) the original route ran from Montreal, Quebec to Port Moody, British Columbia and has since branched into the United States with stops in Chicago, Minneapolis and New York. Today, the CPR is a public company with over 15,000 employees and had a Market Capitalization of \$45.09 billion in 2011.

The mere 500 million dollars estimated to have been panned from the creek beds in the Klondike pales in comparison, but from 1897 to 1899, during the Klondike Gold Rush at least 100,000 fortune seekers stamped to the gold fields to cash in their share.

In 1931, every country in the British Commonwealth was granted their share of equality when the Statue of Westminster was passed. By establishing complete legislative equality between the parliaments of Britain and Canada, it is the closest Canada has come to a declaration of independence.

Fifty-one years later, Canada became a fully independent country. The British House of Commons passed the Canada Act of 1982 and brought the constitution home to Canada, freeing Canada to make amendments to their own constitution without British consent for the first time in their 115 years as a country.

In 2010, Vancouver, British Columbia hosted the 21st Winter Olympics from February 12th to 28th. Approximately 2,600 athletes from 82 nations participated in over 80 events. The games marked the third time the Olympics were hosted by Canada and the first by the province of British Columbia. Previously, Canada hosted the 1976 Summer Olympics in Montreal, Quebec and the 1988 Winter Olympics in Calgary, Alberta. That year, Canada broke the record for the most gold medals won at a single Winter Olympics; they also became the first host country since Norway, who held the games in 1962, to lead the gold medal count (Tourism Vancouver, 2012).



Figure 3: The four mascots of the 2010 Vancouver Olympics were inspired by BC's native wildlife.

Keep Exploring: The Tourism Industry of Canada

In 2011, 15.6 million international travelers visited Canada, mainly from our 5 key markets, the United States of America, United Kingdom, France, Germany, and Australia. Over the last few years though, we've started to see more and more of tourists from markets like Japan, South Korea, Brazil, China, Mexico, and India. These international travelers spend an average of 30% more per trip than Canadian domestic travelers. There are an approximate 157,362 tourism related businesses in Canada and those businesses provide an approximate 603,400 jobs to Canadians across the country. (Casavechia, n.d.)

This Land We Call Home

Physical Regions of Canada (Halifax Regional School Board, n.d.)

In Canada, we have a total of six physical regions. They are called The Cordillera, Prairies, North, Canadian Shield, Great Lakes & St. Lawrence, and the Atlantic regions of Canada.

- 1. Cordillera Region:** The western most region is called the Cordillera. It covers most of the western coast of Canada (British Columbia and the Yukon Territory). In this region, the landscape consists of mountain ranges, deep valleys, plateaus, and coast islands. The temperatures tend to be warmer towards the islands although the temperatures drop the further north you go. This region is also known for its abundance of forestry, fishing, and mining.
- 2. Prairies Region:** The Prairies are located just east of the The Cordillera, and span from the Yukon and North West Territories to the United States border. The Prairies are made up of one half flat land and the other half consist of hills, wide river valleys, escarpments and low mountains. The climate in the prairies is normally mild summers with very cold winters. An average temperature in January is negative 16 degrees Celsius.
- 3. North Region:** The North Region spans from the tip of the Yukon Territory straight across the map to the tip of the province of Quebec. This region's physical features include low lands, plateaus, mountains, and ice caps. The climate is very cold – so cold no trees can even grow there. The summers are cool and short not to mention very dry. In areas where the ice caps can be found, the temperature is zero degrees Celsius typically all year round.

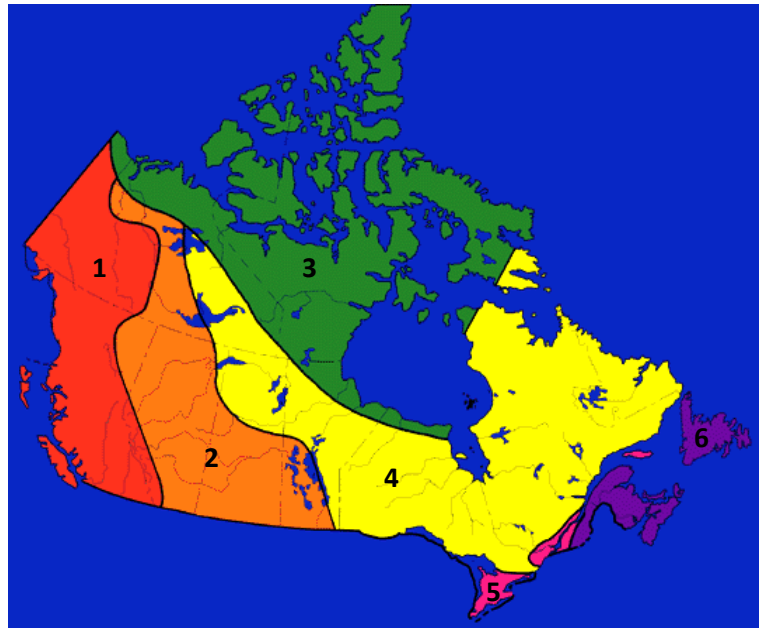


Figure 4: Physical Regions of Canada

4. **Canadian Shield:** The next region – the Canadian Shield – stretches from the North West Territory straight through to Quebec, running along the eastern bank of Hudson’s Bay. The Canadian Shield received its name due to the shield like shape of the region. The land is mostly hills, highlands, plateaus, low lands, and plains and there are many rivers and lakes throughout the region. Since the Canadian Shield is so large the climate is found to be very different within the shield. The main industries in the region consist of mining, forestry, and power productions. The most common mineral found in this region is nickel and the forestry industry is a major provider of jobs in this region.

5. **Great Lakes & St. Lawrence River Region:** Included in this region is the St. Lawrence River which is special due to the fact it was the river that was explored by the first people from Europe. The St. Lawrence has pretty flat lands which makes it easy to grow crops. St. Lawrence River runs along Cornwall, Ontario and Quebec City, Quebec. This region has three major plains called Quebec plains, Trios Rivers Plain, and Montreal Plain. The climate changes significantly from hot summers to freezing cold winters.

6. **Atlantic Region:** The Atlantic region has five provinces within it including: Newfoundland & Labrador, Prince Edward Island, Nova Scotia, New Brunswick’s, and a little of Quebec. The Atlantic region’s landscape has mountains, highlands, plains, and lowlands. Climate depends on the Atlantic Ocean as it affects the weather a great deal. Depending on the ocean currents the weather can bring storms, heavy fog or even snow fall to this region. The typical Industries for the Atlantic region are forestry, fishing, and mining of iron ore, lead, gold, copper and coal.

Climate

When most people think of Canadian climate, the stereotype is cold and snowy, but actually Canada’s climate is as diverse as its people and its geography. Its temperatures can vary from 35+°C in the summer months to -25°C in the winter, leveling out to steady temperatures in the spring and fall. The varying temperatures are worth the beauty of the changing seasons; from red and orange leaves falling from the trees in autumn to bright yellow daffodils popping out of the ground in the spring, these sights are well worth battling the blistering heat in the summer and the biting cold in the winter. Interestingly, Canada has many globally important eco systems, such as the twenty-five percent of our world’s wet-lands and our boreal forests. (CEC Network, 2003)



The Canadian Tourism Industry

Economic Impact and Influence

In 2011, 15.6 million international tourists visited Canada, spending 11.9 billion dollars. The top three ways these tourists spent their money was in shopping (9.4 mil), sightseeing (8.2 mil), and visiting family (6.7 mil). (Casavechia, n.d.)

Socio-Cultural Impact and Influence

Tourism can have a socio-cultural impact on the identified value and continued cultural practices, beliefs, and traditions. In particular, here in Canada, many aboriginal cultures provide tourist traditional experiences such as storytelling, mythology, dancing, canoeing, long house ceremonies, and feasts to name just a few. Challenges can arise when claims of cultural misappropriation damage the relationship between First Nations and other tourism stake holders. For example, in 2010 at the peak of Olympic excitement, the Bay (Canada's oldest retail company) approached the Cowichan tribe to produce 700-800 of their traditional Cowichan sweaters for Team Canada's athletes and the general public. When the company retracted their offer, doubting the Cowichan's ability to provide consistency in the product and manufacturing in a timely process, they out sourced the job of making Cowichan "inspired" sweaters, outraging the tribe. However, the two parties eventually came to an agreement for both the traditional Cowichan sweaters and their "inspired" counterparts to be sold side by side during the Olympics. (Constantineau, 2010; Hume; 2010; Meissner, 2010) While tourism can have both positive and negative socio-cultural impacts, this case demonstrates the importance of a feeling of community that tourism can bring and the prevalent belief in sustainable tourism that Canada is world renowned for.

The 49th to 54 °40 and Everything In Between

A Brief Glimpse of the History of British Columbia

The province of British Columbia (BC) has a vast history of its own, dating back to before the first explorers and settlers stepped foot on its soil. Many Indigenous groups called BC their home before Europeans started exploring the area in the late 1700's and traded with the North West Company and Hudson's Bay Company fur traders for decades before the first European settlers came to British Columbia in the 1840's. In the late 1850's and early 1860's, British Columbia struck gold not once, but twice. In 1858 gold was discovered on the banks of the Fraser Canyon and in 1861 the Caribou region became a gold field. The idea of losing such rich land sparked the idea of British colonization, but it wasn't until 1871 that British Columbia officially became the 6th province of Canada. Since the days of the fur trade, British Columbia's economy has revolved around natural resources. Though they've shied away from furs, British Columbia has relied on their fishing, logging and mining industries. (Tourism BC, n.d.a.)



Climate

The climate in British Columbia can often vary throughout the year depending on the latitude, mountains, and oceans. The southern part of British Columbia is generally warmer than the north through all four seasons. Spring and fall are warm with wind passing through. It's a great temperature not too hot or cold. Summer time the temperature gets warmer. In the southern areas the temperature can reach up to 30°C, and towards the coast it can rise up to 28°C. During the winter the temperature drops and turns very cold through the months of November to March. (Welcome B.C., n.d.a)

Geography

British Columbia is a vast tract of land with many unique and separate biomes. The largest would be the temperate rainforest biome. The rainforest in B.C. is one of the only of its kind in the northern hemisphere. The forest spans the entire coast and much of the mainland, giving B.C. a wide variety of flora and fauna in one single region. The province itself is massive; being 1,200km long (N/S) and 700 km wide (E/W). BC is very mountainous, in fact, 75% of BC is covered with them. The coastal region is home to approximately 40,000 islands. B.C. is so large; in fact one could fit almost four of Great Britain within its borders or all three of France, Germany and the Netherlands. (Welcome BC, 2011)

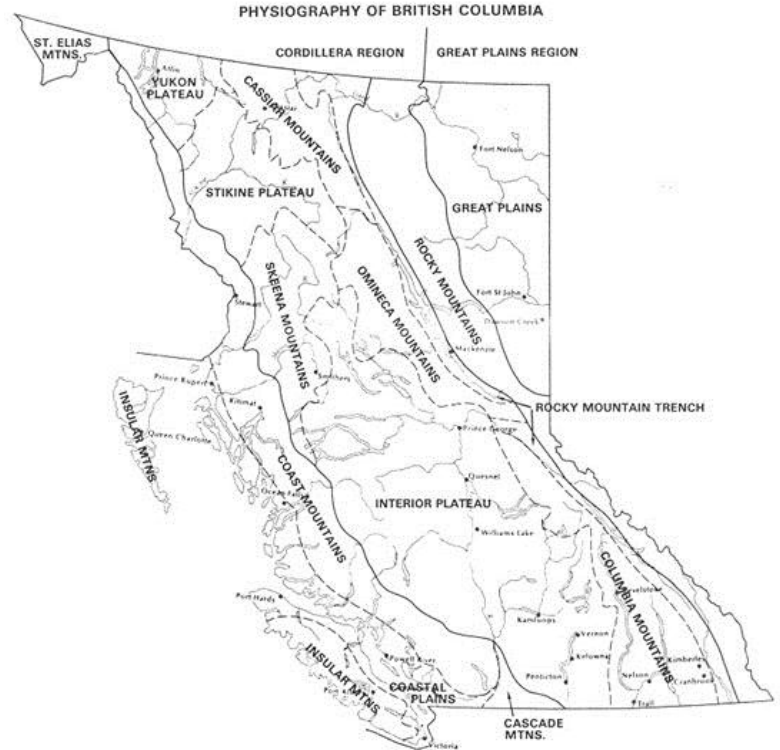


Figure 5: Physiographic Regions of British Columbia

Tourism Regions of BC (Travel.bc.ca, 2012)

British Columbia has a total of six tourism regions. The six regions are known as: Northern BC, Cariboo Chilcotin, Vancouver Island and Gulf Islands, Vancouver Coast and Mountains, Thompson Okanagan, and Kootenay Rockies. (Tourism BC, n.d.b.)

Vancouver Island and Gulf Island Region:

Vancouver Island, one of approximately 6000 islands in British Columbia, has a coastline that stretches 3,400 km. The interior of the island is made up of a large mountain range extending the entire length broken by mountain fjords along the west coast of the island. The highest summit is Mt. Golden Hinde at 2,200 m. The island itself is 460 km long and 100 km wide and has a large network of streams, rivers, lakes as well as many waterfalls. In fact, you will find one of Canada's highest waterfalls, Della Falls, located in this region. The region is known for its amazing old-growth Douglas Fir and Western Red Cedar forests, rare groves of Garry Oaks, and the beautiful red flaking bark Pacific Madrona (Arbutus) tree. 726,367 people call this region home.



Figure 6: Tourism Regions in British Columbia

Vancouver Coast and Mountains Region:

The Vancouver Coast and Mountains region boasts a population of approximately 2.75 million people which represents 60% of British Columbia’s population yet the physical size of the area accounts for only 4% of the province. Some communities in this region are accessible only by air or ferry, in particular those within the Sunshine Coast, an area popular with artists and famous for the multitude of marine parks and numerous inlets. A very popular and scenic route is the famous Sea to Sky Highway which is considered the gateway to the Coast Mountains. This highway connects Vancouver to Whistler and beyond hugging the coastline and winding through breathtaking coastal rainforests. People often stop in Squamish to hike The Chief, a popular mountain climbing location. Whistler and Blackcomb Mountains played host to many of the 2010 Winter Olympics and are a significant drawing card for the region. Beyond these are the beautiful alpine meadows of Pemberton.

Traveling away from the coast and into the Fraser Valley, a wealth of agricultural experiences awaits visitors. Historic little villages dot the landscape and as travelers pass through the valley and continue on into the Fraser Canyon they will witness the distinct transition from the coastal rainforest into the dry interior featuring yellow grasses and sagebrush.

Thompson Okanagan

Thompson Okanagan has lots of orchards, vineyards, skiing, golf, deserts, mountains, and valleys. It also has a population of 461,858. In this region there are many museums and heritage sites for visitors to learn about our past history. The Thompson Okanagan has the highest mountain in the Canadian Rockies and a very large waterfall that’s over twice the height of the Niagara Falls. It’s also the location which holds Canada’s one and only true desert environment. All year round the Thompson Okanagan is a great place to come to go hiking, skiing, snowshoeing, fishing, kayaking, canoeing, camping, and to view all our wild life has to offer.



Figure 7: The beautiful city of Vancouver with some of the Coastal Mountain Range in the background.

Kootenay Rockies

The Kootenay Rockies has a population 170,000 approximately. The lifestyle is typically more laid back with outdoor living. Towards the east of the Kootenay Rockies is where the extremely large mountains of the Rockies are located. Over on the west side lays the glacier-clad Purcell Mountains. In the Kootenay Rockies the alpine meadows, forests, and valleys are covered with many beautiful colored wild flowers throughout the summer time many of the species cannot be found anywhere else throughout BC. The wild animals mainly found throughout the Kootenay Rockies consist of deer, elk, caribou, large horned sheep, mountain goats, grizzlies, and even black bears too. The Kootenay Rockies have many marshlands, meadows, wetlands, and rivers that are the homes to lots of different species of birds and mammals.



Figure 8: Some of the many orchards and vineyards of the Thompson Okanagan.



Figure 9: The multi-faceted Cariboo Chilcotin!

Cariboo Chilcotin

Within the Cariboo Chilcotin there are three distinct areas called the Cariboo, the Chilcotin, and the Coast. The population is around 73,000 in the Cariboo Chilcotin Coast area. It is also where British Columbia's largest Provincial park is located. The land of the Cariboo Chilcotin Coast consists of grasslands, forests, mountains, valleys, and glacier-fed lakes. In the Cariboo area which is half surrounded by mountains on the east side and the other half surrounded by the Fraser River towards the west side of the Cariboo. The

Cariboo covers from the north Blackwater River to the South reaching the towns called Clinton and Lillooet. Today you can still travel to the old town called Barkerville, a great historical site where you can go to experience the Gold rush. Within the old town of Barkerville nothing has changed they bring the history to life wearing the old dresses and hats just as they did back then. The town has an old candy shop, a China exhibit, gold panning areas where you can dip your hands into the cold water and do some gold panning just like back then and many more fun activities to fill your day. The location of Barkerville is 50 miles east of Quesnel on highway 26.

The Chilcotin runs west past the Fraser River and up the peak of the Coast Mountains. When visiting the Chilcotin area there are plenty of outdoor adventures to be explored, from hiking the many trails, to fishing in the mighty lakes, or even rafting the many currents of the white waters. But be sure to visit Volcanic Mountains of the Tweedsmuir Provincial Park.



Figure 10: Barkerville is British Columbia's most famous Gold Rush town.

The Coast area of the Cariboo goes from the top of the Inlet Rivers down to the southern ends of the Princess Royal Island. In the Coast there are lot of islands scattered which makes it a great place for people who enjoy traveling by boats, ferries, kayaks and canoes. There are many First Nation Villages, old forest areas, hot springs, and huge mountains to visit in the Coast of the Cariboo.

The Northern BC

Northern BC is quite large; it's much larger than California or Japan and twice the size of the UK. The size of Northern BC is 500,000 sq. km and is 1,000 km wide from east to west. The population is about 225,000. In the Northern BC there is a well-known island called Haida Gwaii. The population of this island is around 5,500.



Figure 12: Muskwa-Kechika Management Area.

Haida Gwaii is a community that is very artsy and unique just as their land is. Another very special thing about the Northern BC is that is the home to the Khutzevmateen Grizzly bears. These bears reside in the first Grizzly bears reserve in Canada. Towards the Southeast direction there is a land called Kitope Heritage Conservancy. This land is important because it is the largest coastal rainforest in the whole world. Northern BC's other main land area is called Muskwa-Kechika Management Area.



Figure 11: The Khutzevmateen Grizzly bear.

Its size is 64,000 sq. km and is one of the world's largest remaining intact predator and prey systems other than the one in Africa.

The Fraser Valley: A Rich Past

Settling the Region and the Sto:lo Peoples

It is said in First Nations story-telling, the Sto:lo peoples have inhabited the Fraser Valley for time immemorial. Earliest records of Sto:lo sites date anywhere from 5,000 to 10,000 years ago, long before Europeans had even discovered the existence of the edge of the Canadian West. In 1791 and 1792 explorers Jose Maria Narvaez of Spain and George Vancouver of England had reached the Georgia Strait (what is now known as Vancouver, BC), but Europeans wouldn't make it into the Fraser Valley until 1808.

Furs, Gold and Dirt: The Evolution of Industry in the Valley

In its short history, the Fraser Valley has literally been Canada's gold mine. British Columbia became an official province of Canada to protect the wealth of the province from falling into American hands, but long before then the Fraser Valley was the western trading hub for Canada's oldest corporation, The Hudson's Bay Company.

The company held the monopoly on Canadian furs, a rather popular fashion trend in England at the time, and used the fort to trade inexpensive Western goods with the Sto:lo peoples of the Fraser Valley for valuable furs.

After hunting most of British Columbia's furry wild life to near extinction, the Fraser Valley struck gold again...literally. In 1858, 30,000 miners from around the world flocked to the banks of the Fraser River hoping to hit it rich. To protect the wealth of the Fraser Valley, Governor James Douglas signed the Proclamation of British Columbia, making it an official colony of British North America.

A Bright Future: Canyon to Coast: Uniting the Communities of the Valley

The Fraser Canyon connected to the Coast has helped the tourism industry by making it easier to travel. The easier it is for people to get from point A to point B the more likely people will be to tour. The Canyon to Coast makes it simple for tourist to travel from beyond Boston Bar all the way down past Whistler. Ever since Highway was built, it has increased the total of traveler's thought-out British Columbia. Making the tourism to boom brightly ever since.

Innovation in Tourism: A Definition

The Merriam Webster Dictionary (2012) defines innovation simply as "the introduction of something new; a new idea, method or device." This seems like such a simple explanation for something that can have such an enormous impact on the structure and management of a business and alter how it interacts with its customers. Out of curiosity we asked several members of the tourism industry what they would define Innovation in Tourism as, these were their answers.

Hand Picked in the Valley

Innovation in tourism is about encouraging the development of new and innovative services and products including the process of delivery. It is about thinking outside the box, and bringing new unique ideas, services and products to market.

Frosting Cupcakery

Innovation in tourism to me means to be new, fresh, different, exciting, and cutting edge. When it comes to tourism, you can have a little kiosk where you hand out pamphlets to out of town guests and that is great. But, the ones that are innovative to me are the ones that leverage today's technology (social media, smart phones, 24x7 online connected) Also, employees need to be the type of person who thinks outside of the box. I believe that you must push the envelope on every aspect of your responsibility to break new ground, come up with new and exciting ideas, and be the forefront of tourism.



Fantasy Farms

Looking at new ways to augment our farm income in ways that are fun and related to the farm.

Inspired Arts & Gifts

Innovation in tourism is where 'Out of the Box' ideas are used to market and promote our local tourism. Fresh ideas, done new or progressive style. With the power of technology, old ways of marketing are just not enough to get the word out to our tourists as well as people whom live in the area.

A Brief Environmental Scan – Innovation in Canadian Tourism

Realizing the importance of innovation to promote tourism and encourage visitations to Canada for a variety of reasons, provincial and federal governments and organizations have developed a variety of projects. The following are just a few examples of these projects and organizations.

In the Wake of Vancouver 2010

In 2010, Vancouver, British Columbia had a huge tourism boom due to the host location of the winter Olympics. The highlights of our beautiful city enhanced tourism in B.C tremendously and the beauty of Vancouver was broadcasted all over the world for everyone to enjoy. Subsequently, tourism has greatly increased in Vancouver.

The Five Year Plan (Ministry of Jobs, Tourism & Innovation, n.d.)

Building on the success of the 2010 Olympics, Tourism BC has created a five year plan of Tourism Innovation and Growth. Their goal is to achieve 5% annual growth in Tourism Revenue from now to 2016 and plan on achieving this goal in 4 key areas:

1. Leadership through Partnership and Coordination
2. Strategic Marketing
3. World Class Visitor Experiences
4. Removing Barriers to Sector Growth

Tourism Canada: Keep Exploring (Canadian Tourism Commission, n.d.)

After researching Tourism BC's 5 year plan, we decided to take a look at the marketing strategies of Tourism across Canada and discovered that the Canadian Tourism Commission is on the 2nd last year of a 5 year plan of its own. Their goal however was much simpler; they only wanted to inspire the world to visit Canada. Their key areas of interest where:

1. Convert high-yield customers;
2. Focus on markets of highest
3. return on investment;
4. Lead industry in brand relevancy and consistency
5. Respond to changing market dynamics

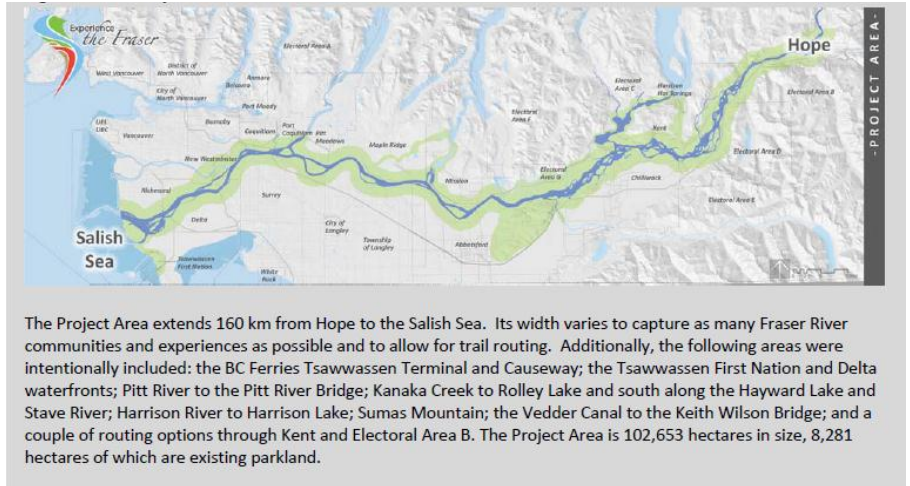


Experience the Fraser: Lower Fraser River Corridor Project (Fraser Valley Regional District, n.d.)

This partnership project, between the Province of BC, the Fraser Valley Regional District, Metro Vancouver, and Experience the Fraser, “is a recreational, cultural and heritage project that extends along the Lower Fraser River Corridor connecting Hope to the Salish Sea.” The idea is to showcase everything the Fraser River has to offer from both natural and cultural heritage as a singular brand presence. This is an example of the cluster marketing strategy used by Hand Picked in the Valley with multiple communities, organizations, and businesses coming together to promote the Fraser River region.

The goals of this project are to: (quoted directly from report)

1. Connect Hope to the Salish Sea
2. Link and inspire experiences along the river
3. Develop enduring and committed partnerships
4. Build and deepen connections to the river



In order to ensure the success of this project they aspire to connect to existing international, national and regional projects and initiatives. By doing this, Experience the Fraser will gain greater exposure through established programs and initiatives.

Simon Sees (Simon Sees, n.d.)

Simon Sees is a blog with video’s that shows and tells people all about his travels around B.C. Simon travels to very interesting places and along the way he talks to people hearing their stories and there discovery’s. Simon’s blogs are innovating in the tourism field because they highlight and reveal some of the most interesting and unique places in B.C for people to investigate. Simon’s blog can also inspire you to go travel around B.C to see some amazing sights. Simon Ratcliffe (October 14, 2012), one of the three owners of the company, believes that innovation is in providing genuine experiences for tourists.

Simon Sees is just one of the services provided by JPS Media Works Inc.

Hand Picked in the Valley: Where *Innovation* Takes Route

Inspired Program:

Hand Picked in the Valley, is a tourism website that informs you about tourism attractions throughout the Fraser Valley. By Fraser Valley, it includes Langley, Abbotsford, and Chilliwack. Hand Picked in the Valley allows you to create your own itinerary. You can find plenty of activities such as, shopping locations, accommodations, local restaurants, and also art & cultural tourism locations. This website is a great way to help you plan events such as family days, girl's nights and other special events.

Each community's contribution and implementation of the program:

We were interested to know what each community's financial role in the endeavor was to start with and what it has evolved into as the progress continues. When asked, a representative for Hand Picked in the Valley responded:

"In 2011 (the startup year for "Handpicked"), each community contributed \$20,000.00. We also applied to Tourism BC's "Community Tourism Partner's Program", and received a onetime funding of \$25,000.00 – for a total of \$85,000 in the initial year. I have attached a copy of our 2011 Marketing & Strategic Plan which details the investment as well as marketing activities around the expenditures.

In our second year of deliveries – the current year – again, each community has contributed \$20,000.00 for a total operating budget of \$80,000.00."

The representative also explained the part each community plays in running the project.

"Each community equally contributes their time and human resources to the project as well. Tourism Langley oversees the budget and expenditures, however all decisions are made as a "team effort" between communities."

Hand Picked Then, Now, and in the Future:

Then: The idea for Hand Picked in the Valley came to be when the three cities – Abbotsford, Chilliwack, and Langley – worked together on a different, yet vaguely similar project. They first met in October 2010 to discuss the organization of this unique project and set their goals for 2011. When asked what motivated the idea, a representative for Hand Picked in the Valley answered,

"It was motivated by the opportunity to encourage overnight stays while enhancing our similar tourism products and is based on the notion that through collaboration, marketing will render more effective and efficient marketing campaigns."

Now: In June of 2011, Tourism Abbotsford, Tourism Chilliwack, and Tourism Langley were recognized by the Vancouver, Coast & Mountains Tourism Region (VCMTR) and received their award for "Most Valuable Marketing Partner(s)". They've been described by the VCMTR as,



“[S]hining examples of how communities can work together, pooling resources and ideas, to create a strong, targeted campaign, that not only benefits the tourism businesses of those communities, but also the visitor who is able to experience something they may not have known about.”

A representative for Hand Picked in the Valley added, “This collaboration has provided enhancement of existing products, services and activities and further identify to our own community stakeholders to recognize the value of partnerships.”

When asked about changes to the program, we were informed that there simply hasn’t been any since the website was launched in February of 2011.

Future: Hand Picked in the Valley has no future plans of expanding the program to different cities in British Columbia, though they do plan on expanding the program itself, “We will be enhancing the program to include “Handpicked Itineraries” on our website as well as developing and delivering a “Seasonal” newsletter to those within our ‘Handpicked’ database. We are also expanding our target market.”

Hand Picked in the Valley is going on the road in 2013, stopping at the Northwest Women’s Show in Seattle, WA, USA and the Calgary Motorcycle Show in Calgary, AB, and further more they plan on continuing to enhance their website’s look and feel as well as staying on top of their information to make sure it is as up to date as possible.



Photo 5: Hospitality & International Students, The Fort in Fort Langley

Visits to Members of the *Hand Picked* Initiative

Abbotsford Visit



Castle Fun Parks is an attraction offering an arcade, indoor/outdoor pitch and putt golf, go karts, and a variety of other games and activities. There is something for any age group to enjoy. It is a popular location for children’s birthday parties as well as community and corporate events. (Castle Fun Park, 2011)

In talking with Christi Dos Santos, the Marketing Manager of Castle Fun Park, we learned how the organization is expanding its role and reputation in the community from “fun arcade” to corporate and community event venue. They have become involved in fundraising events for local charities and have begun to partner with various other attractions and programs, such as Hand Picked in the Valley, in order to expand their exposure and build positive public relations. This innovative marketing strategy builds community spirit while it has increased the company’s bottom line.



Photo 7: Our visit to Castle Fun Park and meeting with Christi Dos Santos, Abbotsford



Photo 6: US with Mrs. Tourand and her daughter, Jacquie, taking a spin on the Go-Karts.





Cannor Nursery is a garden store that offers an extensive selection of plant material such as soil, seeds, annual and perennial plants and a wide selection of other products and supplies for gardeners.

When visiting Cannor Nursery, we found that the staff was incredibly knowledgeable and friendly. An innovative partnership with Tamaringos Café brings in potential customers who initially may come for the food and drink at the well-known café but many of whom end up wandering the garden store. As well, garden supply shoppers may extend their shopping experience as they have in-house access to food, drink, and a lovely café garden environment.



Photo 8: Our visit to Cannor Nursery surveying guests, Abbotsford

The Bakerview EcoDairy is a demonstration farm unique in Canada. It incorporates extensive sustainable dairy farm practices and invites the public to join in the experience of this modern inspiration. Tours and a petting zoo are available and every tour ends with a Vitala milk tasting. Also on site is a farmers market called Nature's Pickins which features local produce, as well as the dairy products produced through Bakerview EcoDairy.



Innovative farming practices from comfortable living arrangements and an environment that is conducive to happy cows includes such things as: on-demand milking, automated brushing system, comfortable mattresses, recycled tire walkways, and high quality organic food.



In talking with Esther, our tour guide, we learned that it is more than just a farm. Everyone working there is passionate about their jobs and fully supports the dream of the **Vander Kooi** family to spread their understanding and knowledge in innovative green and sustainable farming techniques. People travel from around the world to visit this farm and learn from the interactive Learning Centre, theatre and knowledgeable staff.



Figure 16: Ashley getting to know Darla the miniature Donkey at the Baker View Eco Dairy's petting zoo.



Figure 16: Megan visiting with Layla (right) the goat.



Figure 16: Leah, one of Bakerview's "happy cows."



Figure 16: Megan and Ashley with our Bakerview Eco Dairy Tour Guide, Ester.



Chilliwack Visit



Figure 17: Minter Gardens, Chilliwack

Minter Gardens is a beautiful 32 acre show garden that is located in a fertile area of the Fraser Valley. While the land was not suitable for typical farming it was the perfect location to develop a unique garden setting. The gardens were opened in May of 1980 and have continuously evolved with each season bringing new flowers, plants, and beautiful new hardscape installations.

During our visit, we learned of their many innovated business practices beyond offering garden visits. People may book the venue for a wide variety of gatherings from weddings, fundraisers, graduations, reunions and many other types of gatherings. Minter Gardens also plans and hosts a wide range of events such as music festivals, live music each Sunday afternoon in the summer, classic car show, orchestra and chorus shows, poetry readings, brunch each Sunday morning are just some of the activities. They also join forces with other organizations to expose guests to other attractions such as Raptor's Ridge Birds of Prey. On site is a small satellite Country Garden Store which invites you to visit their flagship garden center located in downtown Chilliwack. The Sunday morning brunch is offered each weekend in the Trillium Restaurant while the Envision Conservatory Garden Café offers a variety of a la carte food and drink selections on a daily basis.

Langley Visit



A hidden treasure in historic Fort Langley is The Old Candle Factory. Operating out of a little store front on Glover Rd. Fort Langley's main street, the true innovation behind The Old Candle Factory is that...there is no real innovation. The business thrives off of the old fashioned charm of the historic community and offers the unique experience of traditional candle making to the general public. When you step inside, you step away from a world of high speed connection, fast food and almost instantaneous expectations. A single set of candles takes half an hour to dip, a process that takes course at 30 second intervals and really makes you appreciate the value of what you're making.



Figure 18: Barrels of candle wax.



Figure 19: The Old Candle Factory's wide assortment pre-dipped candles.

In talking to the store's manager, we learned that the little town of Fort Langley is a lot like Hand Picked in the Valley. Where most businesses vie to steal their competitor's customers, The Old Candle Factory (and many other shops in Fort Langley too) boost each other up. They promote each other, recommend their customers to shop at other businesses they might not have known where in the area or – without fail – recommend that little 50s' diner on the corner. This community and their values instantly reminded us of the three communities we're studying and how their 'we're all on this together' attitude is what brought us to Fort Langley in the first place.



One could argue Fort Langley National Historical Site is the birth place of British Columbian innovation. Walking through the towering, wood walls of the proud British stronghold, brings you to the very spot where 150 years ago one of Canada’s largest enterprises was just getting off the ground. Built in 1858 to protect the Hudson’s Bay Company’s interest and the Canadian Government’s investment in what would soon be the Canadian West from the threat of American expansion, Fort Langley became the epicenter of BC history. The Proclamation of British Columbia – the charter that made BC an official Canadian province – was signed on site in the Governor’s House and the Hudson’s Bay Company is better known today simply as The Bay, Canada’s largest retailer.



Photo 10: Ashley pitching in and cutting logs, The Fort, Fort Langley



Photo 9: Ashley writing an important letter, The Fort, Fort Langley



Data presentation

Tourist Survey

Upon visiting businesses listed in the Hand Picked in the Valley database, we surveyed 104 customers. Refer to Appendix III: Sample Tourism Visitor Survey Tally Form (page III).

Managers' Survey

We attempted to contact a total of 28 businesses within the three communities listed on the Hand Picked in the Valley database, of those 7 only 28 responded. Refer to Appendix VI: Managers' Survey Request Letter (page 19) and Appendix VII: Managers' Survey Sample Form (page 20).

Those who responded:

Abbotsford:

Cannor Nursery
Castle Fun Park
ChocolaTas

Chilliwack:

Reapers
Inspired Arts and Gifts

Langley:

Old Candle Factory Ltd.
Frosting Cupcakery Ltd

Chilliwack:

Cultus Lake Water Park
Classic on Alexander
The Book Man
A Whispering-Cedars B&B
Anita's Organic
Decades
Canadian Military Education Center

Langley:

Aldor Acres
Well-Seasoned, A Gourmet Food Store
Best Western Langley Inn
Cranberry Country B&B
Blackwood Lane Winery
Tribal Spirit Gallery

Those who did not respond:

Abbotsford:

Strung Out On Beads
Ramada Inn
Alpine Motor Inn
Birchwood Dairy
The Reach Gallery Museum
Fraser Valley Stage

Those who chose to not participate:

Abbotsford:

The Glass Hive

Langley:

Langley Playhouse

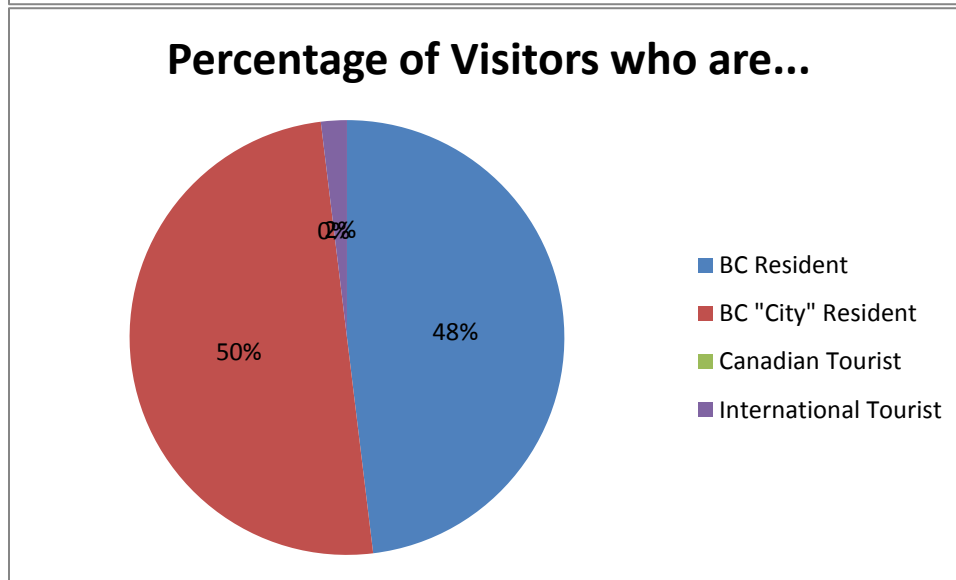
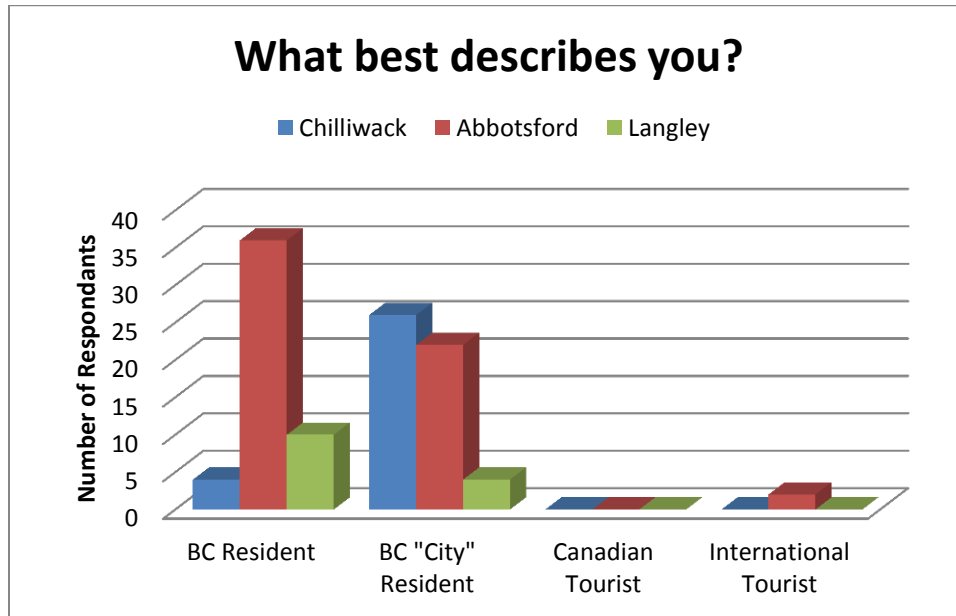
Tourism Chilliwack, Tourism Abbotsford, Tourism Langley Directors' Survey

Our initial contacts regarding this project were Allison Longshore, Director, Sales and Marketing, Tourism Abbotsford, Joldie Hayes, Marketing, Sales and Events Specialist, Tourism Chilliwack, and Deborah Kulchiski, Executive Director, Tourism Langley. Refer to Appendix VIII: Initial Research Materials/Data Collected (page XVII) for directors' survey response.

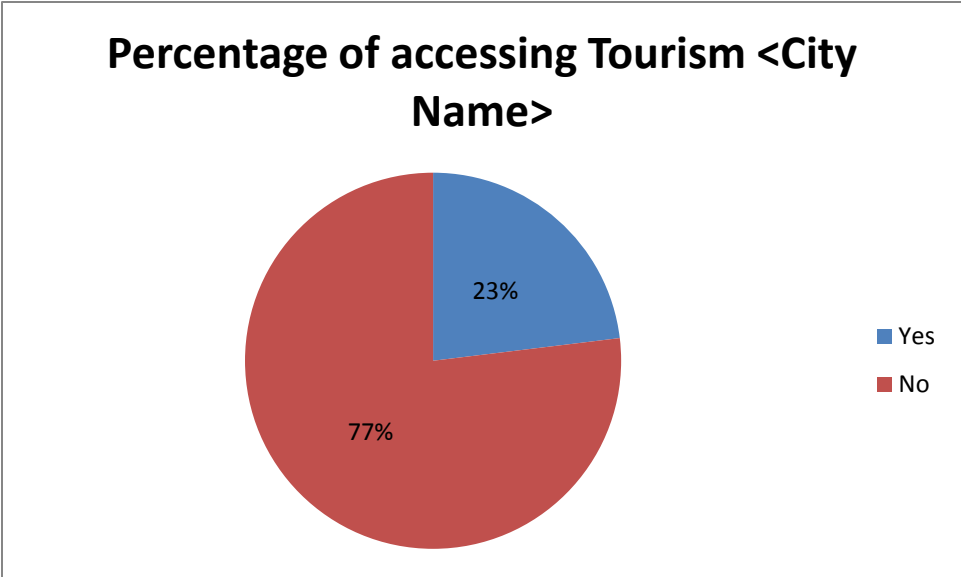
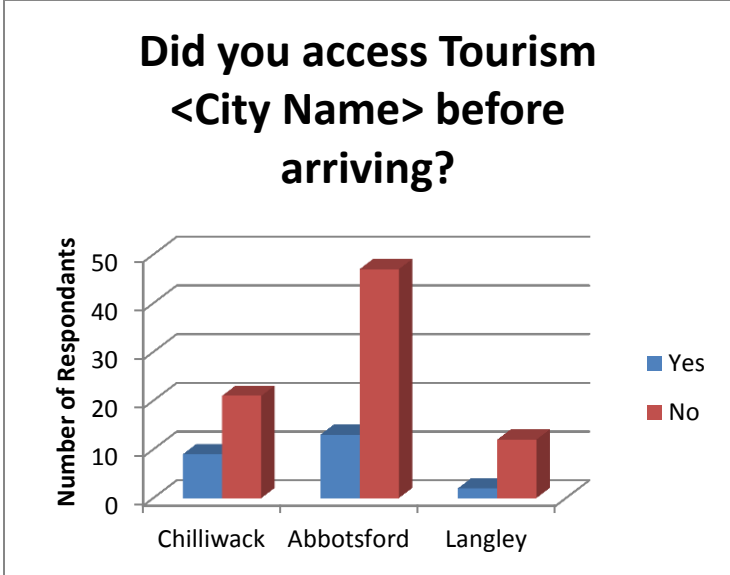


Data Analysis

So what do these numbers mean?

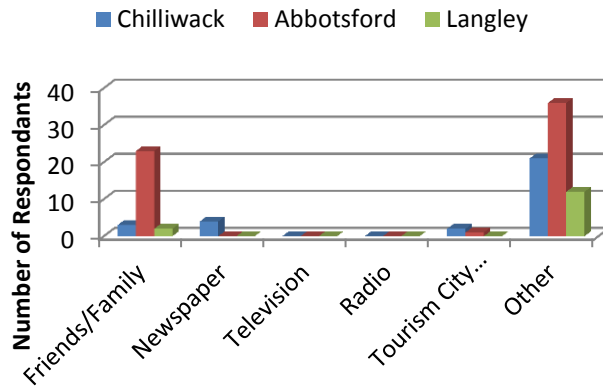


98% of people surveyed lived in BC, 50% in the city we surveyed. Interestingly, in looking at Hand Picked in the Valley's marketing strategies for 2011 and 2012/2013, we found that their key markets were not in BC – but the Canadian province of Alberta and our Southern neighbors Washington State. The lone international tourist we met was a student from Germany, so we were not fortunate enough to meet anyone from their target market.

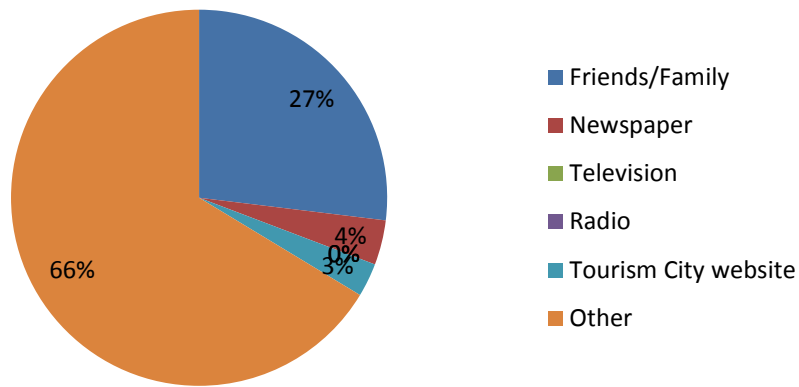


77% of people surveyed had never visited the tourism website for the community we surveyed them in.

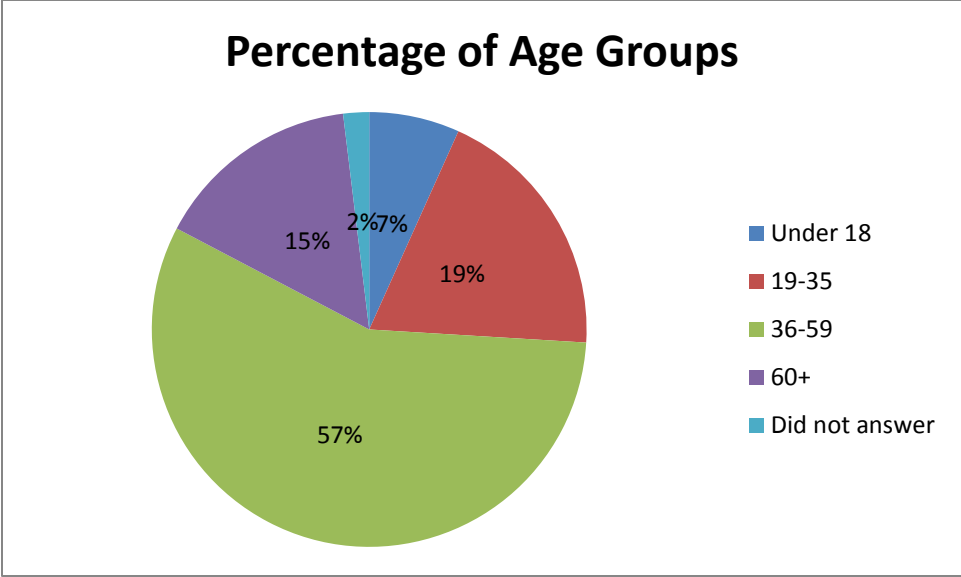
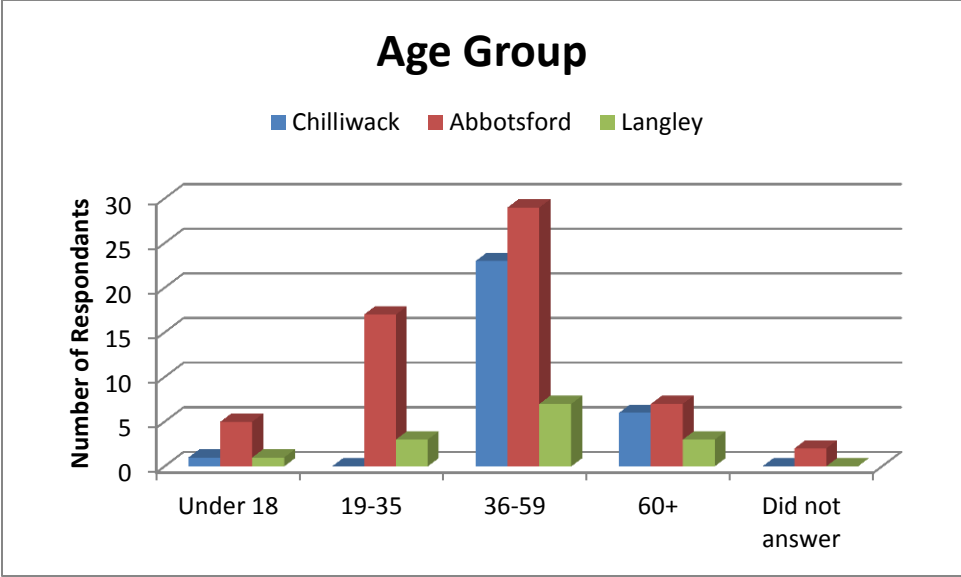
How did you hear about the business?



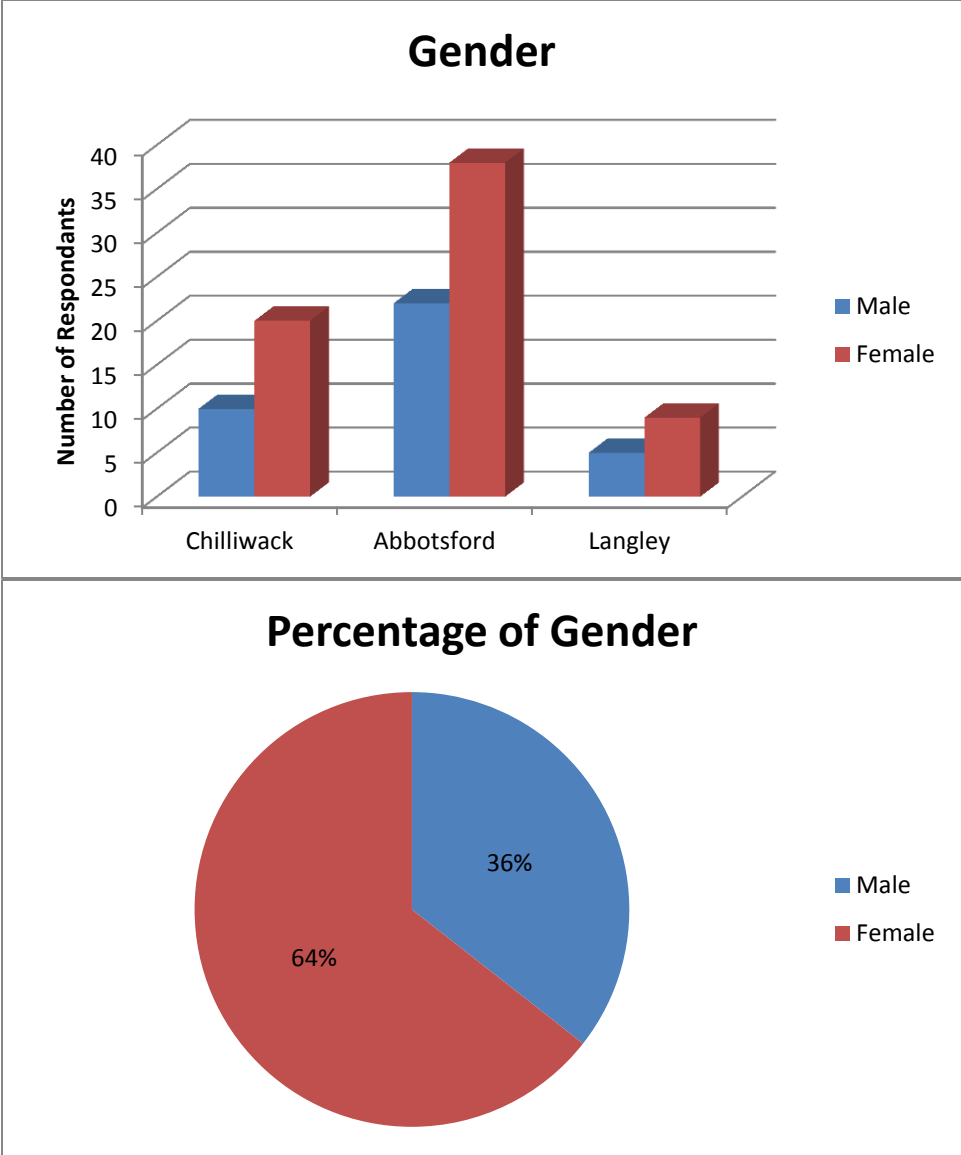
Percentage of How business was heard?



Well for starters, most of the people we talked to – 66% – were already familiar with the businesses we visited. 27% had heard about said business from family or friends either recently or in years prior. That’s a total of 93% of people who’d been coming to or driving by these shops and attractions for years and hadn’t used the help of a program like Hand Picked in the Valley to find them.

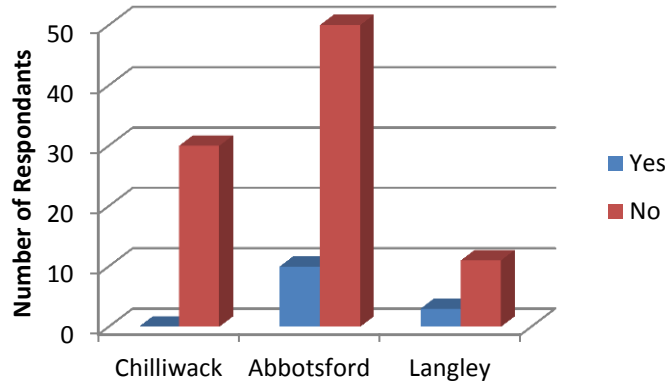


Another thing to take into consideration was the age range of the customers at said businesses, 59% fell into the 36-59 age range, a demographic that tends to have mixed feelings about using online tools and are less likely to use Hand Picked in the Valley.

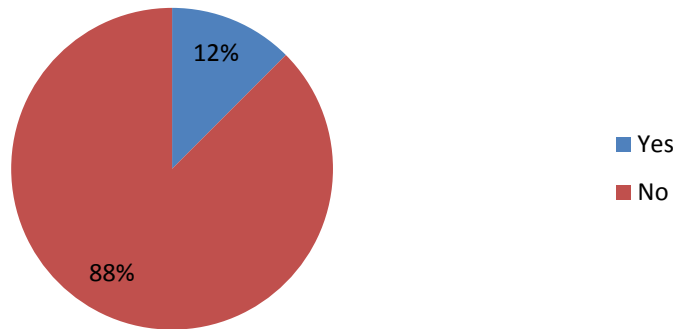


Another major factor was gender, 64% of the customers we talked to were females. Not only were they more open to talking to us, but they also tend to plan their family's day trips more than their male counterparts.

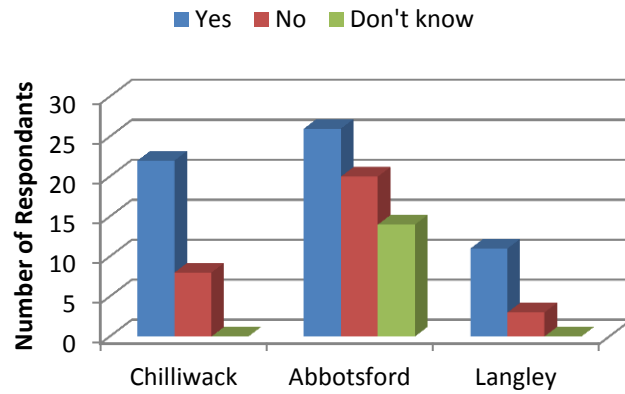
Have you heard of Hand Picked in the Valley?



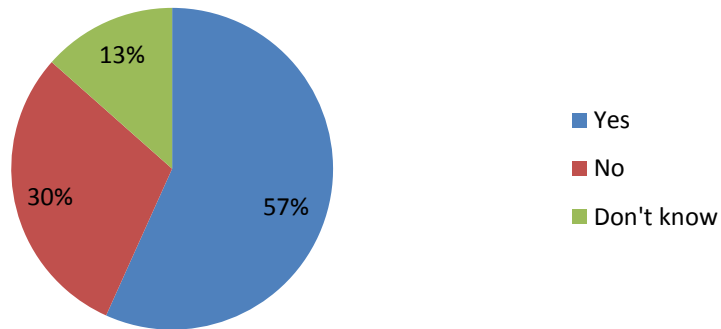
Have you heard of Hand Picked in the Valley?

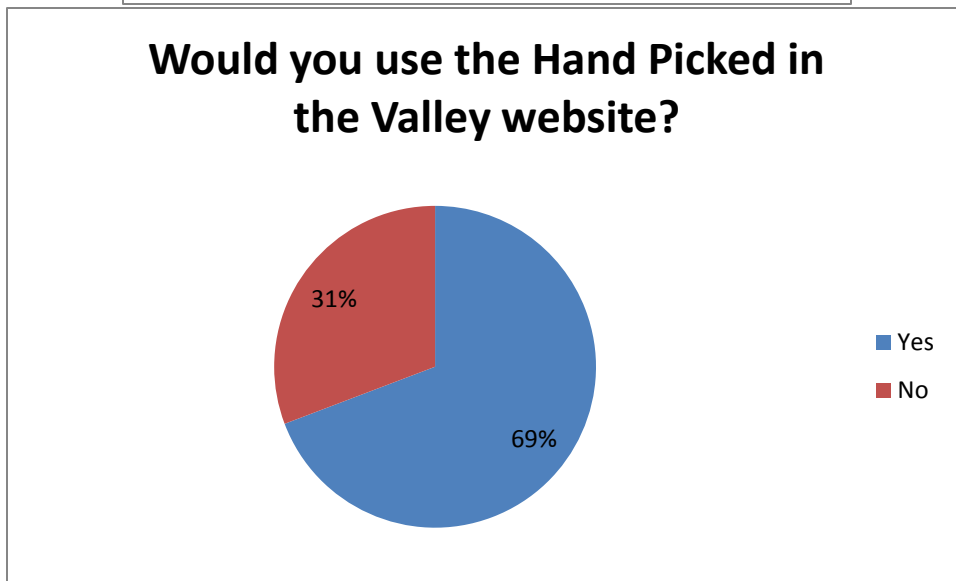
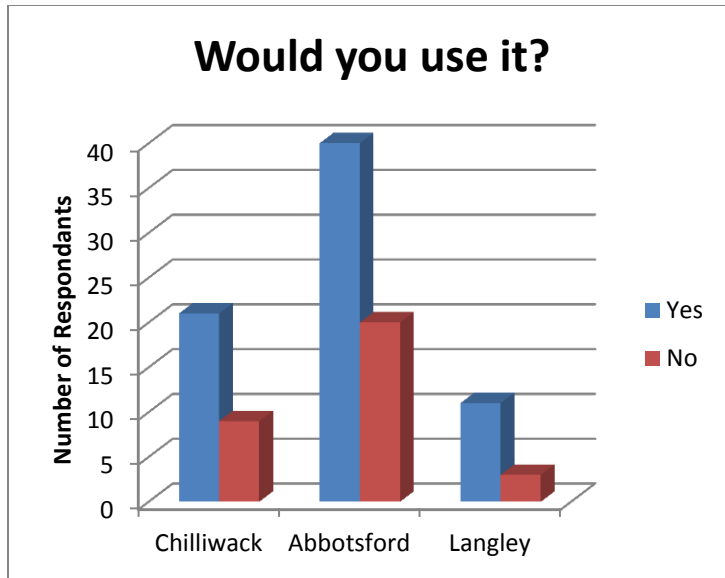


Do you believe this is an effective resource?



Do you believe a resource like this is effective?





Finally, the most important piece of information we pulled from those numbers? 88% of the customers we surveyed had never heard of Hand Picked in the Valley, yet 69% said they would use the service in the future.

So what do those numbers say for Hand Picked in the Valley?

Connecting the Dots: Where Plans and Reality Meet

In looking at those statistics alone, one would think that Hand Picked in the Valley wasn't exactly living up to standards, but in all fairness British Columbia wasn't their target market. In taking a look at their Market Strategy plans for 2011 and 2012/2013, we couldn't help but notice that they hadn't really advertised in BC until May of 2012, after we had already finished surveying tourists. Their major markets beforehand had been our neighboring province of Alberta and Washington State, USA. Unfortunately in our travels, we never spoke with any Canadians who weren't from BC, and our lone international tourist was from Germany, not the United States. The time of year we surveyed customers is really to blame for that, the months of March and April are not exactly tourist season in British Columbia.

On a positive note, though we noticed that some of the key information we'd noticed in our data statistics was already on Hand Picked in the Valley's radar. In looking at their Marketing Strategy plans, we noticed that they were already playing towards their key demographic – women – by booking an appearance at the North West Women's Show (an annual event held in Seattle, Washington, USA).

Challenges and Recommendations

There were a few challenges we faced carrying out this project, but in all honesty the biggest was getting over that well learned stigma against talking to strangers. As odd as it sounds, our first day of surveying customers was probably that hardest day of this entire process. It was a non-stop battle of *"no you ask this time"* and looking back on it now we just have to laugh.

Another obstacle that plagued us over the past few months was not only working around three very different schedules but the sheer amount of work that had to be done. There was researching, networking, writing to what seemed to be no end, and on top of that we had somehow find time to maintain a constant upkeep of our social media outlets. It honestly felt like adding another course to an already full time table, but we somehow made it through it.

Neither of us has ever taken a project of this size, and in a way it did end up being an extra course because we had to basically relearn how to research from scratch. Wikipedia wouldn't come to our rescue this time. Although we did stumble across some heroes along the way, it was nearly impossible to find businesses who took two high school kids talking about something they weren't familiar with seriously, but those who did went above and beyond the call of duty to make our project a success.

Like us, Hand Picked in the Valley had their fair share of start-up troubles too. Like any start-up company – or in this case initiative – Hand Picked had to survive on a limited budget that made marketing their new project harder than it already would be. With limited funds, the burden of finding members willing to pay for inclusion on the website was set aside in favor of useable content. Their biggest burden however is keeping said content as up to date as possible.

Over the course of our project we've come up with five recommendations for Hand Picked in the Valley, the first three are based not only on our own thoughts but the concerns brought to us by the public, whereas the last two are solely from our own observations.

The biggest issue we had with researching for this project was the lack of knowledge about Hand Picked in the Valley. Several businesses we talked to were hesitant or flat out refused to take part in our research simply because they had never heard of the initiative yet they were listed on the sites database. Also, while searching the sites database, we noticed information on a few of the businesses we were already familiar with was out of date. Several customers we spoke to requested some sort of take away with information about the initiative and a link to their website, but unfortunately no such product was available.

In looking back at all of our research and our survey findings, we've come up with a few ideas to help get the word out about Hand Picked in the Valley not included on their marketing strategy plan for 2012/2013. Some of the businesses on Hand Picked's database have called upon Simon Sees' services. JPS Media Works Inc., the company that creates Simon Sees' videos, offers Simon as a for hire video blogger and with his help Hand Picked could be broadcasted to a much wider audience – namely Simon's. Another way to broaden their market would be providing educational tools to local colleges and universities that offer Tourism programs. These tools would get students talking about their program for a relatively small cost and would be highly beneficial to their initiative.

Conclusion

Though it is a fairly new initiative and is still working out a few kinks, Hand Picked in the Valley is great example in Innovation in Tourism, simply because they realized the value of cluster marketing. If more companies in this industry came together to work towards the benefit of the group, like Tourism Abbotsford, Tourism Chilliwack and Tourism Langley have, instead of competing against each other for the benefit of the individual, the industry as a whole would reap the benefit.



Photo 11: Our visit to Castle Fun Park, Abbotsford

Student Reflections

Ashley:

Over the time working on this project, I have changed. By “*changed*” I mean I’ve become more confident as a student, leader, and maybe even as a role model to the younger people in my life. In traveling to Monaco, I can now say that I have been on an air plane and traveled over-seas. This has been a great experience and I’m so happy I could be a part of it. Thank you to the CATT and the GTTP and to my teacher Mrs. Tourand for this experience.

Megan:

Over the course of this project, I've noticed quite a few positive changes. Probably the most significant is my confidence in my writing. Beforehand I was never quite sure if my writing sounded as good to others as it did in my head, but the positive feedback from our sponsor teacher had assure me otherwise. Another positive effect of this project is that I'm no longer nervous to approach people and ask questions, after surveying customers at various businesses I'm no longer embarrassed to talk to new people.

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5. Peter Fassbender, Mayor of Langley ⁷
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³ Please refer to the Appendix V, page IV

⁴ Please refer to the Appendix V, page VIII

⁵ Please refer to the Appendix V, page IX

⁶ Please refer to the Appendix V, page VIII

⁷ Please refer to the Appendix V, page VII

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<http://bcdevelopments.com/images/physiography%20of%20BC.gif>
6. Figure 6: Vancouver Skyline and Coastal Mountain Range
<http://www.bcrvpark.com/images/vancouver.jpg>
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8. Figure 8: Thompson Okanagan
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9. Figure 9: The Cariboo Chilcotin Coast
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10. Figure 10: Barkerville
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<http://www.handpickedinthevalley.com/themes/default/images/logo.jpg>
12. Figure 11: Sun Chaser Charters
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Case Study: Appendices



LANGLEY • ABBOTSFORD • CHILLIWACK

Handpicked in the Valley

Where adventures take route.

Hertz

WORLD
TRAVEL &
TOURISM
COUNCIL

KDS
simple, mobile, smart

INSTITUTE OF
Travel & Tourism

AMERICAN
EXPRESS

Travelport

amADEUS
Your technology partner

Luft

Appendix I: Primary resource email request for support

Dear: _____

Our names are Ashley Fisher and Megan MacDonald; we are students at G.W Graham Middle Secondary School and are members of the Canadian Academy of Travel Tourism (CATT) program. We are working on a CATT case study proposal in hopes of being picked to represent Canada at this year's Global Travel and Tourism Partnership (GTTP) conference being held in France this November.

This year's competition is focused on ***Innovation in Tourism***. As such we have decided to focus on the Hand Picked in the Valley initiative. From your perspective, do you feel this is an innovative project your/our community has undertaken in the tourism industry?

Would you be willing to support our project by answering a few of our questions? As well, would you be willing to have your picture taken with us for inclusion in our project?

We are excited at the prospect of completing an in-depth advanced study assignment and feel we would gain a great deal of personal, interpersonal, and career experience in taking part of this competition. Your support in our case study proposal and eventual case study research would be greatly appreciated.

We look forward to hearing back from you with regards to this amazing opportunity for us, our school, and our community to be featured on the world stage at an international conference.

Thanks for your time,

Ashley and Megan



Appendix II: Sample Primary Resource Survey Form

Directors' Survey: Tourism _____

Date: _____

1. What does innovation in tourism mean to you?
2. What was the inspiration behind Hand Picked in the Valley?
3. Has it been as successful as you had first hoped?
4. How has the public responded to the project?
5. Have there been changes to the original version of the initiative?
6. Are there any plans to expand Hand Picked in the Valley?
7. How has the inter-relations with Tourism _____ and Tourism _____ effected tourism in in your community?
8. Any further comments?



Appendix III: Sample Tourism Visitor Survey Tally Form

Visitor Survey: _____

Date: __ / __ / 12

1. Which best describes you:

BC Resident	
Canadian Tourist	
International Tourist	

1. Which best describes your age group?

Under 18	
19-35	
36-59	
60+	

2. Are you male or female?

Male	
Female	

3. Did you access Tourism ____ 's Website prior to your visit?

Yes	
No	

4. How did you hear about this business?

Friends/Family	
News Paper	
Television	
Radio	
Tourism	
Other	

5. Have you heard of Hand Picked In The Valley?

Yes	
No	

6. Do you believe a resource like this is effective?

Yes	
No	

7. Would you use it again?

Yes	
No	

Appendix IV: Teacher Notes

The students selected for the Innovation in Tourism Case Study,

1. Unit Overview (Including Prescribed Learning Outcomes, assessment rubrics, quiz, student project assignment outline)
2. Innovation in Tourism Module Materials
 - a. PowerPoint
 - b. Teacher notes
 - c. Terminology handout
 - d. Terminology Review – Crossword
 - e. Innovation Quiz
 - f. Resource List and Video Links
3. Case Study – assignment
 - a. Students are presented with the case study with the exception of the analysis and recommendations. Students are then presented with a series of questions to lead them through their own analysis. Students may then review the original analysis and recommendations to discover the outcomes from the primary researchers.

Appendix V: Initial Research Materials/Data Collected

(Hand Picked in the Valley Directors joint survey submission, Deborah Kulchiski, Executive Director, Tourism Langley; Joldie Hayes, Marketing, Sales and Events Specialist, Tourism Chilliwack; Allison Longshore, Director, Sales and Marketing, Tourism Abbotsford)

Directors Survey:

1. What does innovation in tourism mean to you?

Innovation in tourism is about encouraging the development of new and innovative services and products including the process of delivery. It is about thinking outside the box, and bringing new unique ideas, services and products to market.

2. What was the inspiration behind Hand Picked in the Valley?

The concept of Handpicked in the Valley evolved as a result of another successful clustered marketing initiative the three communities work together on – the Regional Circle Farm Tour Marketing Initiative. It was motivated by the opportunity to encourage overnight stays while enhancing our similar tourism products and is based on the notion that through collaboration, marketing will render more effective and efficient marketing campaigns.

3. Has it been as successful as you had first hoped?

It has been extremely successful. Launched in February, 2011 it has been endorsed and embraced by our community stakeholders and municipal government representatives. In June, 2011, Tourism Abbotsford, Tourism Chilliwack and Tourism Langley were recognized by our peers and received an award for “Most Valuable Marketing Partner” by Vancouver, Coast & Mountains Tourism Region.

4. How has the public responded to the project?

Very positively. A quote from Vancouver, Coast & Mountains Tourism Region – “Tourism Langley, Tourism Abbotsford and Tourism Chilliwack are shining examples of how communities can work together, pooling resources and ideas, to create a strong, targeted campaign, that not only benefits the tourism businesses of those communities, but also the visitor who is able to experience something they may not have known about.”

5. Have there been changes to the original version of the initiative?

No – the program is only 1 year old.

6. Are there any plans to expand Hand Picked in the Valley?

Yes – but just within the parameters of the program. We will be enhancing the program to

include “Handpicked Itineraries” on our website as well as developing and delivering a “Seasonal” newsletter to those within our ‘Handpicked’ database. We are also expanding our target market.

7. 7. How has the inter-relations with the other communities effected tourism in in your own community?

This collaboration has provided enhancement of existing products, services and activities and further identify to our own community stakeholders to recognize the value of partnerships.

8. Any further comments?

The *Handpicked in the Valley* experience and success is a very adaptable model. We encourage other tourism clusters to adopt a similar concept. The benefits of combining efforts of commonality in destination tourism marketing will serve regional partnerships very well.

Appendix VI: Managers' Survey Request Letter

Dear Sir or Madam,

Our names are Ashley Fisher and Megan MacDonald; we are students at G.W Graham Middle Secondary School and are members of the Canadian Academy of Travel Tourism (CATT) program. We have been chosen to represent Canada at this year's Global Travel and Tourism Partnership (GTTP) conference being held in Monaco this November, and are currently putting together a case study for the competition.

This year's competition is focused on ***Innovation in Tourism***. As such we have decided to focus on the Hand Picked in the Valley initiative, on whose website we found your business listed. Would you be willing to support our project by answering a few of our questions? We are excited about putting together an in-depth advanced study assignment and feel we are gaining a great deal of personal, interpersonal, and career experience by taking part in this competition. Your support in our case study research would be greatly appreciated. We look forward to hearing back from you with regards to this amazing opportunity for us, our school, and our community to be featured on the world stage at an international conference.

Thanks for your time,
Ashley and Megan

Appendix VII: Managers' Survey Sample Form

Business Survey:

1. What does innovation in tourism mean to you?
2. How did you become a part of Hand Picked in the Valley?
3. What changes would you suggest Hand Picked in the Valley make?
4. Have you noticed an increase in business since Hand Picked in the Valley was implemented?
5. Are the staff trained to be aware of Hand Picked in the Valley?

Appendix VIII: Canadian Tourism: A Year in Review (2011 Snapshot Info Graph)

