



INDIGENOUS TOURISM

LABOUR MARKET RESEARCH

Roots to a Future – Regional Profile – Kootenay Rockies



Canada



Funding provided through the Canada-British Columbia
Labour Market Development Agreement.

About the Indigenous Tourism British Columbia (ITBC)

ITBC is a non-profit, stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry that envisions a sustainable Indigenous tourism sector with diverse products in every region of the province. Through training, information resources, networking opportunities and co-operative marketing programs, ITBC is a one-stop resource for Indigenous entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business. ITBC works closely with tourism, business, education, and government organizations to help BC's Indigenous tourism businesses offer quality experiences and actively promotes these experiences to visitors and residents.

Project Advisory Committee

The project is guided by a Project Advisory Committee (PAC) consisting of Indigenous and mainstream tourism industry leaders. The members provided advice throughout the project on the research activities, reviewed project reports, and offered guidance on strategic activities.

- Krista Bax, CEO, go2HR
- Sharon Bondhogg, Owner/Operator, Kekuli Café / Director, Indigenous Tourism BC
- Andrea Hinck, Director of Industry Training, go2HR
- Walt Judas, CEO, Tourism Industry Association of BC (TIABC)
- Richard Porges, Acting CEO, Destination BC
- Arun Subramanian, Director of Industry Health & Safety, go2HR
- Sandra White, Sandra White & Associates

Ex-Officio

- Ryan McCormick, BC Ministry of Advanced Education & Training
- Jessica McKierahan, BC Ministry of Tourism, Arts & Culture



The Consultants – O'Neil Marketing & Consulting

O'Neil Marketing & Consulting collaborates with other leaders in Indigenous and tourism research and economic forecasts. For more than 25 years, Beverley O'Neil (Klawum' Patki) of the Ktunaxa Nation has tailored project teams to the client's project. O'Neil and team members have worked on projects that defined Indigenous tourism in British Columbia, Canada, and guided Indigenous people and Nations worldwide in designing tourism experiences that reflect their story. More info: www.designingnations.com

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The views and opinions expressed in this report are those of its author(s) and not the official policy or position of the Government of British Columbia.



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Roots to a Future – Regional Profiles Kootenay Rockies

List of Exhibits

Exhibit 1: BC Regional Tourism Map.....	1
Exhibit 2: Kootenay Rockies – Indigenous Tourism Operators by Sector 2020.....	2
Exhibit 3: Kootenay Rockies – Indigenous Tourism Operators by Sector 2003 to 2020.....	3
Exhibit 4: Kootenay Rockies – Change in Businesses Since 2017.....	3
Exhibit 5: Kootenay Rockies – Percentage Ownership by Type.....	3
Exhibit 6: Kootenay Rockies – Employment by National Occupation Code (NOC)	4
Exhibit 7: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Profile	5
Exhibit 8: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Employee Profile	6
Exhibit 9: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Skills and Recruitment Profile	7



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This section includes a profile of the Indigenous tourism industry in this tourism region. It summarizes the number and type of Indigenous tourism businesses. The Indigenous tourism operator inventory list has been periodically updated for over 20 years for ITBC research and audit projects. This list was also used to calculate industry sectors and changes within those regions. In addition, 2019 regional Indigenous tourism employment estimates by occupation are summarized here from research conducted by the consulting team in 2020. Finally, the 2020 Indigenous tourism business survey results were composed by region to produce the business profile, employee profile and skills and recruitment characteristics. Though it was necessary to combine business survey results for several regions due to small sample sizes – e.g., Northern BC with the Cariboo Chilcotin Coast, and Kootenay Rockies with the Thompson Okanagan region.

Exhibit 1: BC Regional Tourism Map



KOOTENAY ROCKIES



Exhibit 2: Kootenay Rockies – Indigenous Tourism Operators by Sector 2020

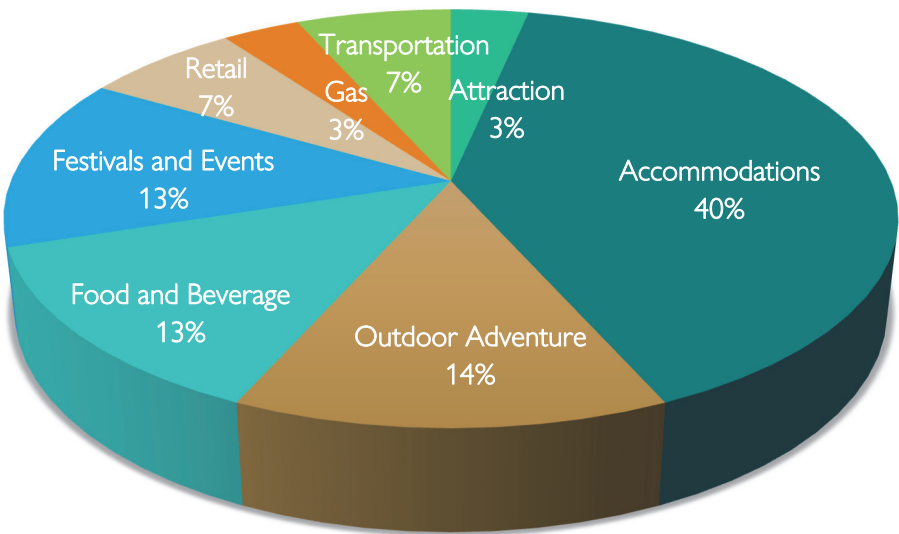


Exhibit 3: Kootenay Rockies – Indigenous Tourism Operators by Sector 2003 to 2020

Primary Tourism Sector	# 2020	% 2020	# 2017	% 2017	# 2003	% 2003	% Change since 2017	% Change since 2003
Attraction	1	3%	1	6%	3	20%	0%	-67%
Accommodations	12	40%	6	38%	3	20%	100%	300%
Outdoor Adventure	4	13%	5	31%	5	33%	-20%	-20%
Food and Beverage	4	13%	1	6%	0	0%	300%	100%
Festivals and Events	4	13%	1	6%	1	7%	300%	300%
Retail	2	7%	1	6%	1	7%	100%	100%
Gas	1	3%	0	0%	0	0%	100%	100%
Transportation	2	7%	1	6%	2	13%	100%	0%
Total	30	100%	16	100%	15	100%	88%	100%

Exhibit 4: Kootenay Rockies – Change in Businesses Since 2017

	2020
Previous # of businesses operating	16
LESS: No longer operating	1
= Continued operating	15
ADD: New Indigenous businesses	15
= Current Indigenous businesses operating	30
NET Change # Businesses (Gain/-Loss) since 2017	14
% Change over previous period	88%

NOTE: New Indigenous businesses are businesses that were not included in the 2017 BC Indigenous tourism operators list.

Exhibit 5: Kootenay Rockies – Percentage Ownership by Type

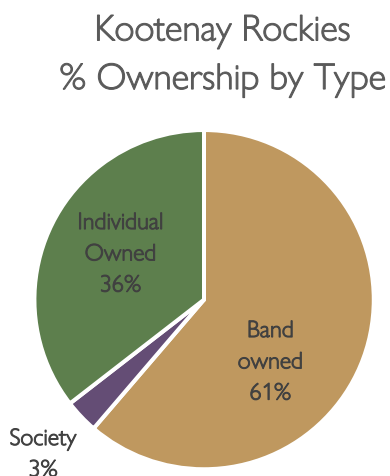


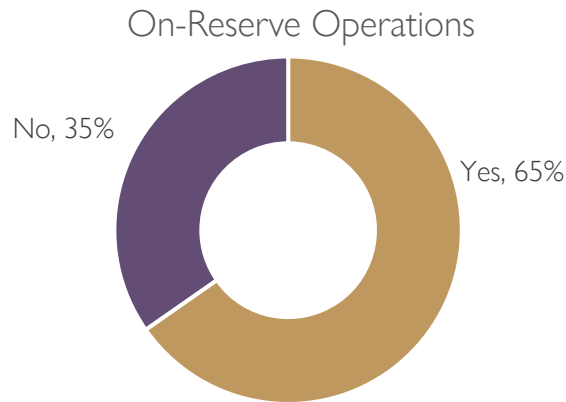
Exhibit 6: Kootenay Rockies – Employment by National Occupation Code (NOC)

Kootenay Rockies	Employed	% of Regional Total	% of Occupation Total			
			FT	% FT	PT	% PT
Food and Beverage Servers	74	19%	19	25%	56	75%
Support Occupations in Accommodation, Travel and Facilities Set-Up Services	50	13%	9	18%	41	82%
Cooks	40	10%	27	67%	13	33%
Light Duty Cleaners	26	7%	9	35%	17	65%
Restaurant and Food Service Managers	24	6%	23	96%	1	4%
Landscaping and Grounds Maintenance Labourers	22	6%	5	23%	17	77%
Security Guards and Related Security Service Occupations	22	6%	12	52%	11	48%
Hotel Front Desk Clerks	20	5%	9	46%	11	54%
Service Station Attendants	18	5%	5	29%	13	71%
Accommodation Service Managers	14	4%	9	64%	5	36%
Other Managers	14	4%	14	100%	0	0%
Janitors, Caretakers and Building Superintendents	12	3%	3	25%	9	75%
Cashiers	9	2%	6	67%	3	33%
Chefs	8	2%	6	69%	3	31%
Other Customer and Information Services Representatives	6	2%	5	83%	1	17%
Bus Drivers, Subway Operators and Other Transit Operators	5	1%	1	20%	4	80%
Other Services Supervisors	5	1%	4	80%	1	20%
Accounting and Related Clerks	3	1%	2	67%	1	33%
Retail and Wholesale Trade Managers	3	1%	3	100%	0	0%
Tour and Travel Guides	3	1%	3	100%	0	0%
Accommodation, Travel, Tourism and Related Services Supervisors	2	1%	0	0%	2	100%
Accounting Technicians and Bookkeepers	2	1%	2	100%	0	0%
Executive Assistants	2	1%	2	100%	0	0%
Program Leaders and Instructors in Recreation, Sport and Fitness	2	1%	2	100%	0	0%
Administrative Officers	1	0%	1	100%	0	0%
Bartenders	1	0%	0	0%	1	100%
Conference and Event Planners	1	0%	1	100%	0	0%
Financial Managers	1	0%	1	100%	0	0%
Professional Occupations in Advertising, Marketing and Public Relations	1	0%	1	100%	0	0%
All Occupations in KR	389	100%	181	47%	208	53%

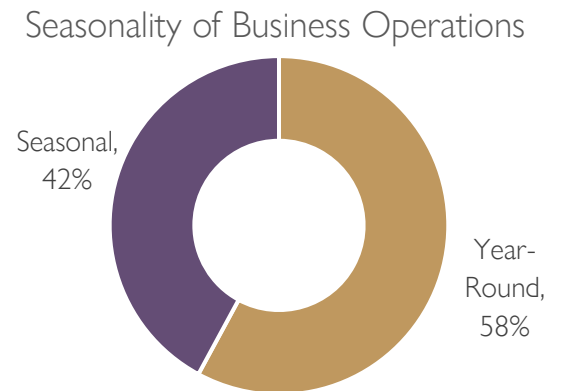
Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Survey Results

Business Profile

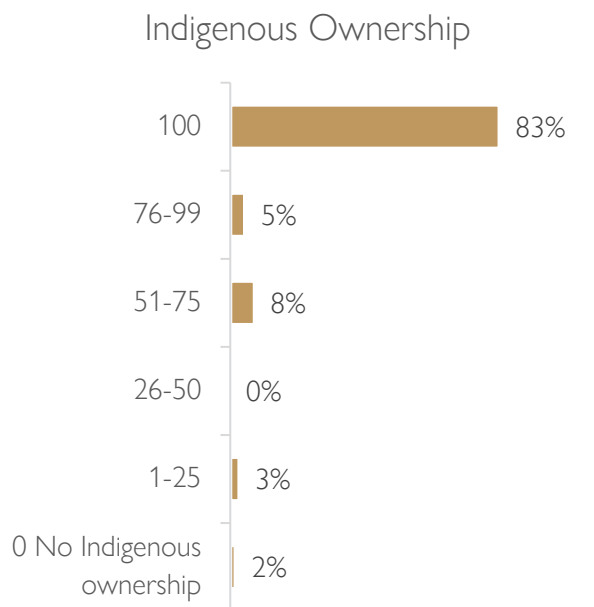
Exhibit 7: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Profile



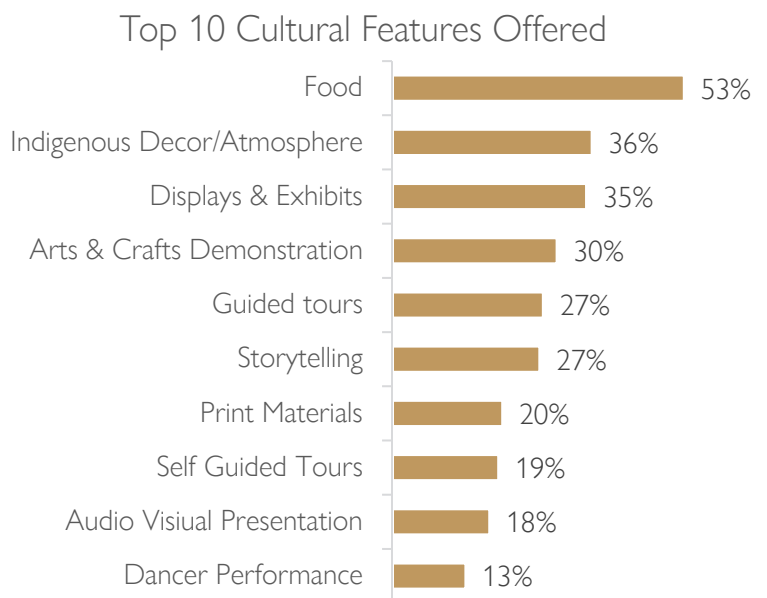
Does your business primarily operate on-reserve? n=39



What months of the year does your business primarily operator? n=38



What percentage (%) of this tourism business is Indigenous owned? n=39



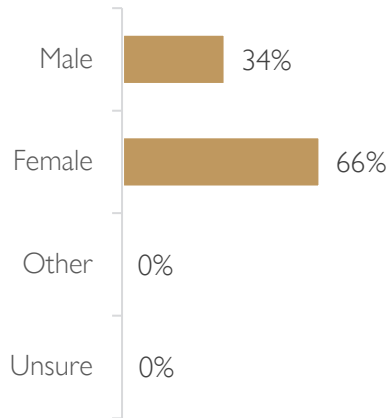
What Indigenous cultural features/activities characterize your tourism business? n=42.
42 businesses selected 158 cultural features.

Note: Businesses could select multiple months of operation therefore it is expected that percentages do not total 100%.

Employee Profile

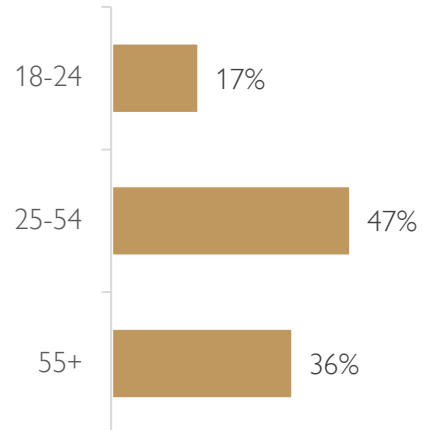
Exhibit 8: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Employee Profile

Gender of Business Employees (Average %)



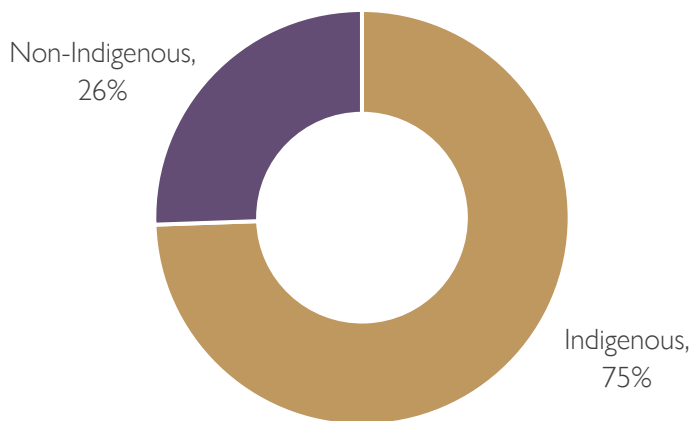
How many employees are typically male, female, other, unsure? n=20
Small sample sizes please use caution when interpreting.

Age of Business Employees (Average %)



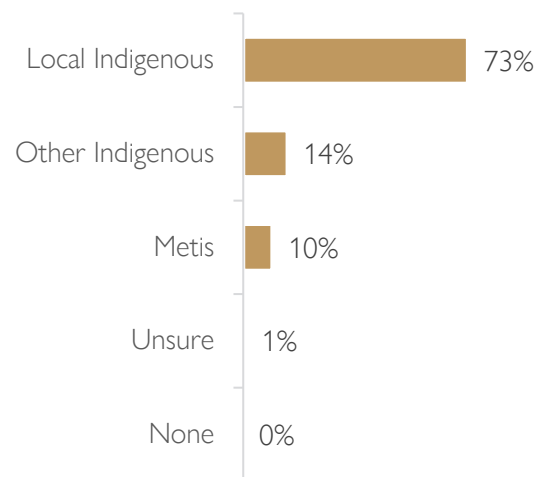
Overall, how many employees fall in each of the following age categories? n=21
Small sample sizes please use caution when interpreting.

Indigenous Employees (Average %)



Overall, about how many or what percent of these employees were? n=28
Small sample sizes please use caution when interpreting.

Origin of Indigenous Employees (Average %)



Overall, about how many or what percent of the Indigenous personnel were? n=28
Small sample sizes please use caution when interpreting.

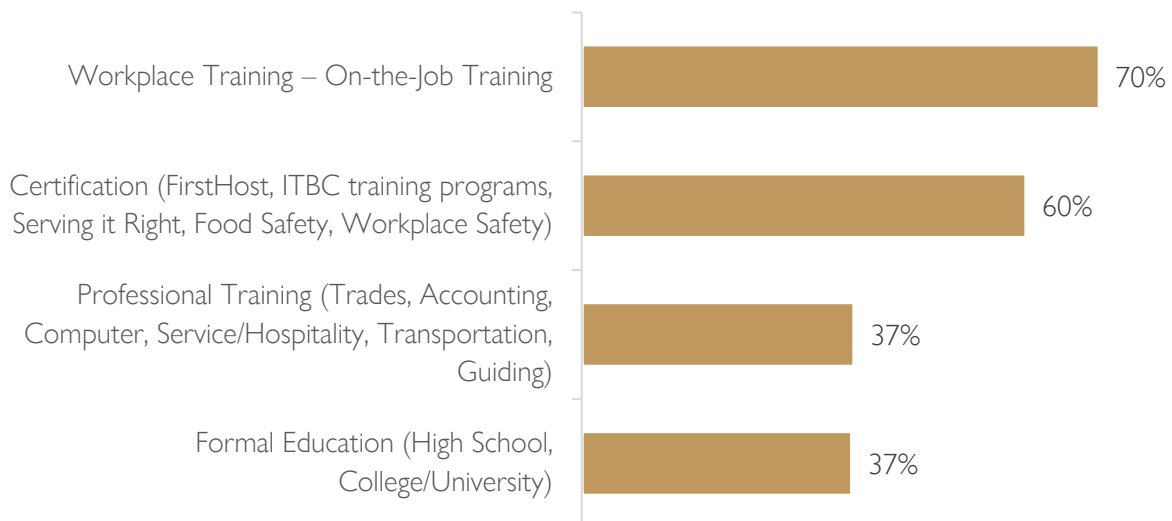
Skills and Recruitment

Exhibit 9: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Skills and Recruitment Profile

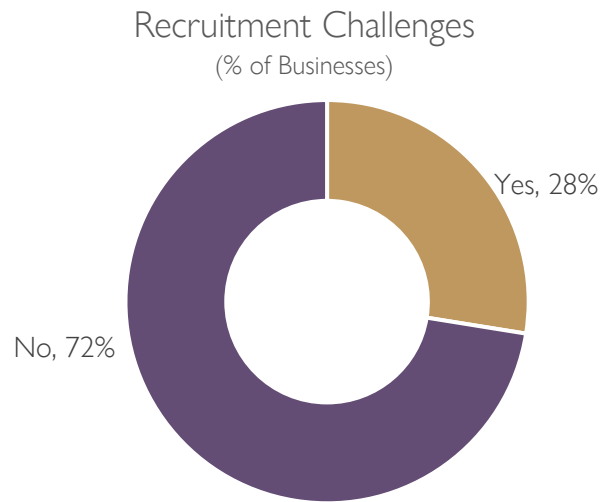


Overall, what uniquely Indigenous cultural skills or knowledge are used in any of these positions?
Businesses could provide more than one response so totals add to more than 100%.
30 business responded with 87 responses.

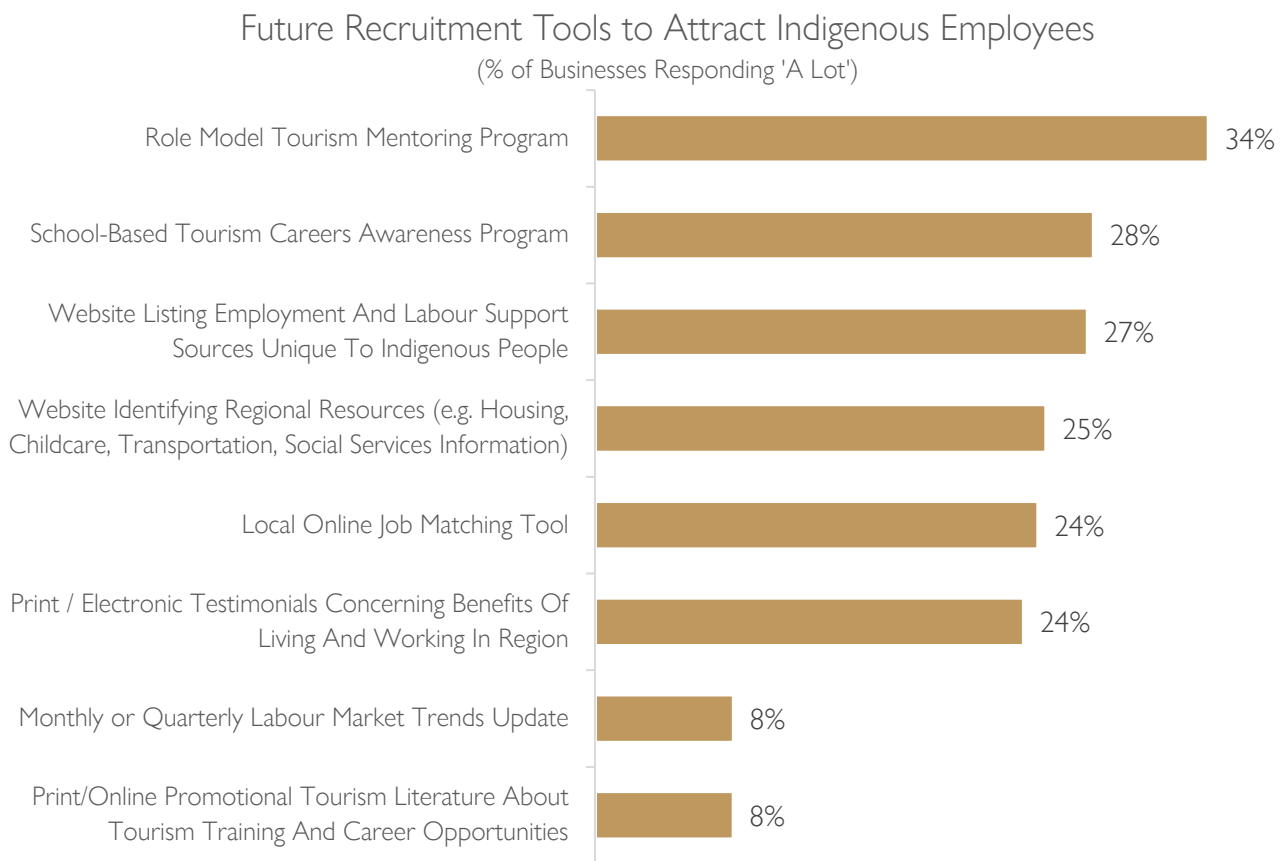
Importance of Education/Training in Selection of Employees (% Responses Very or Extremely Important)



How important were the presence of the following formal education/training qualifications in your typical selection of employees?
n=24. Small sample sizes please use caution when interpreting.



Overall, did your tourism business have any challenges recruiting its required employee complement in 2019, n=26.
Small sample sizes please use caution when interpreting.



Over the next 5 years (2020/24), to what extent would the availability of the following recruitment tools help your company attract Indigenous employees?
Not At All, Somewhat, A lot
n=21. Small sample sizes please use caution when interpreting.



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