

THE EVOLUTION AND COMPATIBILITY  
OF TOURISM AND RETIREMENT IN  
PARKSVILLE AND QUALICUM BEACH, BRITISH COLUMBIA

by

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OF THE REQUIREMENTS FOR THE DEGREE OF  
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of  
Geography

We accept this thesis as conforming  
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## ABSTRACT

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The expansion of tourism and retirement activity during the past several decades means that new and innovative ways must be found to allocate resources in order to effectively satisfy changing lifestyles. This is particularly true for small resort communities, as they tend to attract both tourists and retirees due to the pleasant environment and recreational activities that they provide. A theoretical framework has been proposed to outline the stages of tourism development in resort areas (Butler, 1980), and although this model has been utilized in several tourism studies, no research appears to have examined how the retirement function fits into this model. Similarly, while tourists and retirees have been observed to coexist in small resort communities for a quarter of a century or so (Christaller, 1964, 95-96), studies assessing the compatibility of these two groups in such areas are lacking in the English academic literature (Karn, 1977, 184).

Various historical records were utilized to outline the patterns of tourism and retirement evolution in the Parksville-Qualicum Beach resort area of Vancouver Island. The trends associated with these two industries were indicated by a content analysis of local newspapers, and by noting the number of businesses associated with these two activities that were advertising in the yellow pages of local telephone directories. Tourism infrastructure trends were identified by using provincial tourist accommodation guides, while the annual number of party nights at local

provincial parks and annual visitor enquiries at the Parksville Tourist Information Centre revealed certain trends in visitor volume. Retirement trends were further indicated by using Census of Canada data to compare the number and proportion of local residents in selected age groups between census periods. In order to determine the degree of functional compatibility between the tourism and retirement industries, 50 structured interviews were conducted with community leaders in the case study area, and the results of this survey were then descriptively analyzed.

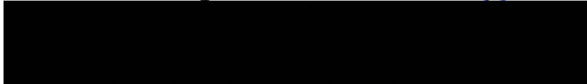
The Parksville-Qualicum Beach resort area characterized the early stages of Butler's model fairly well, but as the area became well established it departed from the model in some respects. Since past studies have also found this to occur (Hovinen, 1982, 573; Keller, 1987, 23; Lundgren in Murphy, 1983, 96), it was suggested that several of the model's later stages could be combined into a more general 'mature' phase (as had been proposed by Hovinen). The retirement function became evident at an early stage of development in the study area. This confirmed the statements of several authors who have observed that tourists and retirees have similar locational preferences (Christaller, 1964, 95; Karn, 1977, 28; Mellor, 1962, 42-43), but contradicted Butler's expectation that retirement would become prominent during a 'decline' phase of tourism. The survey members supported the presence of the tourism and retirement industries in the local economy, and they also considered these two functions to be compatible in their communities. These community leaders also identified several synergistic opportunities arising from the coexistence of tourists and retirees, including support for additional recreational facilities and an incentive to retain a pleasant community ambience.

Examiners

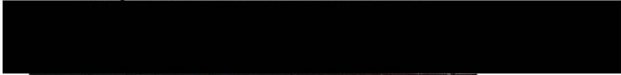


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## CHAPTER 1

### THE RISE OF LEISURE INDUSTRIES

Leisure is becoming an increasingly important aspect of life as society shifts toward the post industrial age. Since the early decades of this century, the lifestyle patterns of individuals have generally become less oriented toward work compared to activities that bring intrinsic satisfaction. This is especially true as industries adapt to rapidly expanding technology and automation, which in turn can create jobs with shorter work weeks, paid vacations, and early retirement. While the rich have always pampered themselves with the luxuries of leisure, the rise of the middle class has led to a mass consumer market that demands products and services oriented toward freely chosen activities.

There has been a noticeable change in attitude toward leisure in areas of the world where its predominance has increased substantially. In the past leisure has been regarded as a nonproductive consumption of time, but more recently **leisure** has been defined as an activity chosen for its own sake (Kelly, 1982, 17 and 31). Technological innovation has brought a higher standard of living which has contributed to an erosion of the work ethic that was predominant during the industrial revolution. Consequently, "leisure is increasingly important in the value schemes and schedules of modern Western adults" (*Ibid.*, 10). Rather than viewing leisure as a potentially harmful threat to society as in the past, today's youth see leisure as a part of life which is essential to their well being (Doxey in Murphy, 1983, 58). As a result, leisure in modern society can be

regarded as an integral part of the personal philosophy of individuals, as well as an increasingly important element within the cultural framework.

This expansion of leisure activity means that factors such as the image and climate of certain locations have the ability to attract large numbers of people. As a case in point, Canadians spent 18.9 million nights in the 'sun states' of Arizona, California, Hawaii, and Florida during the last quarter of 1987 (Statistics Canada, Feb. 1988, 3). The desire and ability of Canadians to act upon these preferences suggests that leisure has become an important aspect of social and economic activity, and hence, an understanding of the leisure industry and its implications is a subject worthy of further academic study (Patmore, 1983, 1).

Due to the often fragmented approach of scholars and social scientists there is a lack of unifying theory on leisure (Ibrahim and Martin, 1977, 65). The wide scope of this phenomenon and the recency of its prominence in society are also factors that have likely contributed to this lack of unity. One theory of interest to geographers that provides an opportunity to jointly examine the tourism and retirement components of leisure is the model of resort cycle development proposed by Butler (Butler, 1980). **The purpose of this study is to test Butler's theory by examining the evolutionary trends of tourism and retirement in the Parksville-Qualicum Beach area of Vancouver Island. In addition, this study intends to discuss possible development initiatives in the study area, based upon the outcome of industry trends in these two small seaside resort communities.**

This study focuses on an area of research that has just begun to be investigated by academics, which means that a general approach is suitable due to the exploratory nature of the topic at this time. As a result, it has not been necessary to distinguish between the various subgroups of tourists and retirees at this early stage of enquiry. For instance, vacationists and those travelling strictly for business reasons are all considered as part of the tourism (or 'visitor') industry. Similarly, the retirement industry in the study area is considered as a single entity, even though retirees can be classified into different groups according to their needs and interests.

In order to place this study in perspective, this chapter begins by discussing the tourism and retirement components of leisure activity as they relate to the discipline of geography. It then examines the recent trends of these two industries within the British Columbia and Vancouver Island contexts, and it concludes by introducing the case study area. The focus of Chapter 2 is an examination of the evolutionary patterns of tourism and retirement in the Parksville-Qualicum Beach resort area. The data utilized for this part of the study includes a content analysis of local newspapers, yellow page listings in the local telephone directories, listings of tourist establishments and units in tourist accommodation guides, and the proportion of older people in the local population as determined by the Census of Canada. The perceptions of community leaders in the study area provide the basis for an assessment of possible development options regarding local tourist and retiree activity in Chapter 3. The concluding chapter summarizes the findings of the various parts of the study.

## 1.1: The Role of Tourism and Retirement in Geography

Since leisure has just recently become a significant part of many peoples' lives, social scientists are only now beginning to realize its potential for academic study (Roadburg, 1985, 62). It is likely that research on leisure and its implications will increase in the years ahead because one growing aspect of leisure is tourism which:

Is an industry suited to the dramatic social, cultural and economic changes of the late 20th century. It is labor intensive, creating jobs at a time when technological advances and an eroding manufacturing base are combining to contract more traditional employment sectors. It is clean and non-polluting. It is a major foreign exchange earner. It benefits from the increased leisure time inherent in an aging population with a longer life expectancy (Pape, 1983, 65).

Before discussing 'tourist' activity and the 'tourism' industry it is necessary to define these terms. "In practice, the term **tourist** is reserved for visitors staying at the destination at least 24 hours, but less than a year, and **tourism** may thus be regarded as being bounded by day trips or excursions on one side and by migration on the other" (Burkart, 1982, 91). A **destination area** can be defined as "any community or area outside of a local recreational and economic hinterland" (Murphy, 1985, 8). Tourism can therefore be distinguished from other forms of leisure due to the presence of the travel component. These travel patterns are of particular interest to geographers because a subject of frequent concern to them is the spatial relationship between physical phenomena and human behavior (Pearce, 1979, 256). Furthermore, an integral part of the tourists' decision making process is their perception of the environment and the opportunities it offers in destination areas (Lavery, 1971, 56). For example,

it is well known that certain environmental attributes, such as the sun and sandy beaches, appear to be major factors influencing both the residential location preferences and the temporary movements of people (Goodrich, 1978, 12; Husbands, 1986, 243; Karn, 1977, 242). These patterns can be studied from a geographical perspective, which amongst other things, seeks to understand how the environment affects the spatial distribution of various phenomena.

While the tourism experience itself can be traced back many centuries, its acceptance as part of academic study took place only a short while ago. "Although geographers were first interested in the topic over fifty years ago, it was not until the early 1960s in Europe and later in North America and elsewhere that geographical studies of tourism start[ed] to appear frequently in the literature" (Pearce, 1987, 5). This rise of interest in tourism by geographers could likely be linked to the growing significance of the industry and its ever increasing impact on the economy and the environment (Bosselman, 1979, 59). The comparatively short time span of research and investigation on this topic means that although "a substantial if disparate body of literature now exists dealing with the geographical dimensions of tourism . . . the geography of tourism is not yet underpinned by a strong theoretical base" (Pearce, 1979, 209). However, considering its growing importance in the world economy, the interest of geographers in tourism may increase in the future, with the result that research on certain aspects of this activity, such as the nature of resorts, should also show a corresponding rise in popularity (Stansfield, 1970, 15).

Pearce expressed concern about the lack of research on tourism theory in his recent book, Tourism Today: A Geographical Analysis, when he stated that with tourism, "the phenomenon under study continues to develop at a rapid pace and there is little doubt its significance throughout the world can only increase in the coming decades. Already a tourism gap exists; if it is not to become a veritable chasm, tourism research must quickly come of age" (Pearce, 1987, 210). It is hoped that this study will in some way help to narrow this gap by examining a model of resort development which has been proposed (Butler, 1980) to see if it accurately predicts tourism trends in a previously untested location. In addition, this study aims to determine how accurately the model predicts the co-development of another growing leisure industry, namely retirement.

Retirement has frequently been associated with people aged 65 and over and it has therefore often been considered as synonymous with those individuals who have reached pensionable age. This description is becoming too narrowly focused however, as the trend toward early retirement by some can be contrasted with the desire of others to continue working beyond the attainment of pensionable age. Considering these differing perspectives as to the age when the withdrawal from formal employment should occur, **retirement** is best defined in terms of the opportunity for older people to pursue a leisure oriented lifestyle because they are no longer working full time. This definition takes into consideration those who still work part time (who would be considered as semi-retired), by including those people in the 55 - 64 age group (or possibly even younger) who have stopped working full time. This study therefore considers **retirees** as this group of older people who are able to pursue

leisure activities on a full or part time basis because they are no longer constrained from doing so by full time employment.

The perception of retirement as an industry as such is not yet universal, although it may well become so, as a continually larger proportion of the world's population fits the description of a retiree (Peppers, 1976, 41). Recent demographic trends suggest that there will be a massive shift of resources away from the needs of the young in order to fulfill the needs of the elderly (Graff and Wiseman, 1978, 379; Ontario Ministry of Culture and Recreation, 1979, 1; Rowles, 1986, 528; Statistics Canada, May 1985, 60). Accordingly, it is recognized that further research will be needed to monitor and explain the societal adjustments that will inevitably occur (Murphy, 1979, 91). To this end, it has been stated that "the study of aging is a 'growth industry' in Canada and throughout the Westernized world" (McDaniel, 1986, IX).

Of specific interest to geographers is the examination and explanation of locational trends among the world's growing retirement component. Geographers can play a key role in identifying those factors that influence retirees to select certain locations in which to live. The migration patterns of the aged are another geographical topic, and geographers can also aid in evaluating the impact of retirees on the communities that they have chosen. But geographers are not alone in this interest in such research. For example, studies of retiree migration have been conducted by various government organizations (such as Statistics Canada) and by other social scientists (including Cox and Barsby, 1968;

Graff and Wiseman, 1978; Law and Warnes, 1973; Svart, 1976, and Warnes, 1983).

The result of these migration flows is quite clearly evident in the landscape in the form of retirement communities. A **retirement community** can be defined as "a planned, low-density, age-restricted development constructed by private capital and offering extensive recreational services and relatively low cost housing for purchase" (Heinz, 1976, 7). A geographer who studied the growth and development of the retirement community of Sun City, Arizona concluded that "retirement communities are a significant geographical phenomenon in contemporary U.S. society" (Gober, 1985, 196). With their increasing significance in the landscape, numerous researchers have come to study the locational preferences of retirees. For instance, Kaplan (1979) and Hunt, *et al.* (1984) examined specific retirement communities, such as Leisure World at Laguna Hills, California. Hunt, *et al.* concluded that specialized communities such as these are a suitable response to the needs of a heterogeneous retirement population (Hunt, *et al.*, 1984, 275). Heinz (1976) identified the reasons for moving to retirement communities, whereas other researchers have studied their social structure (Osgood, 1982; Strieb, Folts and La Greca, 1985).

The migration flows of retirees and their impact on the destination areas they have chosen offer significant opportunities for empirical research in geography. "Such research will allow migration to be seen in context, to enable better provision of appropriate facilities for retired people, and to decide whether the community at large benefits sufficiently from

such migrants to warrant promoting further increases in their numbers" (Murphy, 1979, 91). Although a better understanding of the nature and causes of the migration patterns of older people is of growing interest to planners in many Western nations (*Ibid.*, 84), the impact that this growing phenomenon has on existing recipient communities has received little attention in the literature to date. Accordingly, this study attempts to provide a starting point in establishing how compatible the growing retirement component is with the tourism industry in two small resort communities.

## **1.2: Tourism Trends in British Columbia and Vancouver Island**

Canada as a whole offers a variety of entertainment and recreational opportunities to travellers, with the result that tourism has been a major growth industry in the nation over the past 30 years (D'Amore, 1985, 41). In Canada's westernmost province, "British Columbia's tourism has grown in conjunction with tourism's world-wide expansion since World War II" (Murphy in Forward, 1987, 402). Even so, it has been stated that tourism in the province is just beginning to grow, and that its future potential is basically unlimited (D'Amore in Murphy, 1983, 157). Tourism constituted approximately 5% of the gross provincial product in 1985, making it the third largest revenue generating industry in British Columbia after forestry and mining (Tourism British Columbia, Sept. 5, 1986, n.p.).

Table 1.1 illustrates the province's trends in tourism revenue and visitor volume from 1975 to 1986. The growth of the tourism industry in

Table 1.1

**Tourism Revenue and Visitor Volume  
For British Columbia 1975 - 1986  
(Estimates)**

Year	Actual Revenue <sup>1</sup> (millions)	Adjusted Revenue <sup>2</sup> (millions)	Visitor Volume (thousands)
1975	970	970	10,125
1976	1,180	1,075	9,985
1977	1,345	1,144	10,725
1978	1,552	1,224	11,500
1979	1,600	1,172	13,250
1980	1,800	1,205	12,425
1981	2,020	1,184	12,480
1982	2,009	1,065	11,480
1983	2,155	1,083	11,800
1984	2,325	1,123	12,200
1985	2,406	1,126	12,416
1986	3,242	1,469	15,000

Source: British Columbia Ministry of Tourism,  
Recreation and Culture (unpublished data)

<sup>1</sup> Figures as released by the ministry  
which have not been adjusted to account for inflation

<sup>2</sup> Released figures from first column  
which have been adjusted to account for inflation using the  
Consumer Price Index for Vancouver  
Source: Statistics Canada

British Columbia is evident during this period, as tourism revenue has more than trebled in just over a decade. When the figures are adjusted to account for inflation over the period, this becomes a 50% increase, which is still a significant amount. Visitor volume has also grown by about 50% over the 1975 to 1986 period, which was about the same as the increase in revenue over this period when inflation is taken into account. All of the above calculations involve the year of Expo 86 which was exceptional, and may not be repeated in the short term, but this world showcase event is expected to have a positive legacy effect on tourism industry growth in

British Columbia. More specifically, tourism revenue in 1986 increased 34.7% from 1985 to an estimated \$3.24 billion, which was largely due to the major impact of Expo 86. Early signs suggest that 1987 will show good growth over 1985 (Ministry of Finance and Corporate Relations, Sept. 1987, 107).

Even though the above data show a growth trend in British Columbia's tourism industry, certain industry trends are not revealed within these overall figures. For instance, if tourism is going to flourish in the future, the province must be prepared for a possible trend away from single family car touring, which has been the prevalent form of tourism in British Columbia until now. This is because it is expected that packaged destination tours aimed at affluent, sophisticated and demanding tourists will become more common in the future (Ministry of Tourism, 1980, 27).

One destination region which is being actively promoted and developed is Vancouver Island. As a destination, "Vancouver Island is known for its moderate climate, beautiful scenery, excellent fishing, sandy beaches, and the 'English' atmosphere of the City of Victoria" (Ministry of Economic Development, 1986, 256). A study of the attractiveness of the tourist regions in British Columbia concluded that, based upon selected criteria, such as natural beauty, climate, social, historical, recreational and infrastructural measures, Vancouver Island was rated as the best tourist destination in the province (Var, Beck and Loftus, 1977, 28). It is therefore not surprising that Vancouver Island has become one of the province's major tourist destinations.

'Vancouver Island' is defined as one of the tourist regions within the province of British Columbia by the Ministry of Tourism, Recreation and Culture. This region, which is often termed 'Region A' for statistical purposes, includes a portion of the coastal mainland just north of the Sunshine Coast, as well as the island itself (Figure 1.1). In recent years this region has typically generated the second largest amount of tourism revenue in the province, being exceeded only by the Southwestern B.C. region. In 1986, as in a typical tourism year, 22% of the province's tourism revenue went to the Vancouver Island region, whereas 39% (as compared to 33% in 1985 - a non Expo year) went to the Southwestern B.C. region (Ministry of Finance and Corporate Relations, Sept. 1987, 107).

Table 1.2 shows the tourism revenue and visitor volume figures for Region A for the years in which data are available. Excluding the exceptional year of 1986, it can be seen that tourism revenue has increased by about 10% since 1978 (when inflation is taken into account). Visitor volume has been relatively stable over this period, although the effects of the economic recession in the early 1980s is evident in the inflation adjusted revenue figures. The tourism revenue and visitor volume for 1986 illustrate a considerable increase over previous years, which was almost certainly due to the impact of Expo 86 in the nearby city of Vancouver.

**Figure 1.1**  
**Tourism Regions of British Columbia**



Source: adapted from  
Tourism British Columbia Annual Report 1984/85., 14.

**Table 1.2**  
**Tourism Revenue and Visitor Volume**  
**For 'Region A' Vancouver Island**  
**1978 - 1986**  
 (Estimates)

Year	Actual Revenue <sup>1</sup> (millions)	Adjusted Revenue <sup>2</sup> (millions)	Visitor Volume (thousands)
1978	279	279	(no data)
1979	335	311	2,500
1980	375	318	2,500
1981	450	334	2,515
1982	445	229	2,310
1983	465	296	2,385
1984	505	309	2,465
1985	522	310	2,500
1986	720	414	3,100

Source: British Columbia Ministry of Tourism,  
 Recreation and Culture (unpublished data)

<sup>1</sup> Figures as released by the ministry  
 which have not been adjusted to account for inflation

<sup>2</sup> Released figures from first column  
 which have been adjusted for inflation using the  
 Consumer Price Index for Vancouver  
 Source: Statistics Canada

In terms of importance to the local economy, tourism is valued in virtually all parts of the island, but its greatest relative importance is in Victoria and in the Parksville-Qualicum Beach area (Department of Regional Economic Expansion, 1982, 3; Ministry of Economic Development, 1986, 252). Although there is little doubt that Victoria offers the greatest array of cultural and urban attractions on the island, natural attributes such as beaches and attractive scenery entice visitors to venture up the island, to places such as Parksville and Qualicum Beach. The portion of Vancouver Island north of Campbell River is, for the most part,

undeveloped for mass tourism, although this area offers ample opportunities for those interested in adventure travel.

### **1.3: Retirement Trends in British Columbia and Vancouver Island**

Although Canada is not generally regarded as a retirement haven in the same sense as the American Sunbelt region (Dickinson, 1980, 103; *Globe and Mail*, Jan. 24, 1987, B1 and B3; Gustaitis, 1980, 10), there are some regions of the country that are more conducive to the needs of the aged than others (Rapoport and Rapoport, 1975, 293). For instance, it has been found that fatalities of elderly people are much more common during the harsh winter months in the prairie provinces than in a place such as Victoria, British Columbia (Shaw, 1985, 87). British Columbia's moderate climate relative to the rest of the nation is considered to be a major attraction to migrants of all ages, although the highly developed resource and service industries are believed to be important pull factors as well (Statistics Canada, July 1984, n.p.).

Migration patterns, fertility rates, and health care all have an effect on the age distribution of a particular population. With factors such as these considered, the 1986 Census of Canada revealed that at that time, British Columbia had the highest median age of any province in the country, at 33.1 years (Statistics Canada, Sept. 1987a, VI). Also in the same census year, 12.12% of British Columbia's residents identified themselves as being 65 years and over, compared with the national average of 10.66% (Statistics Canada, Sept. 1987b, 1). By the year 2006, 15.8% of the province's population is projected to be in this age category, which would be the

highest proportion of pensionable aged people among the provinces at that time (McDaniel, 1986, 110 - from Table 6.3). Some regions within the province have already reached this level, such as Vancouver Island.

Vancouver Island has about 15% of its residents in the 65 and over age group (calculated using 1986 Census of Canada data), which is a noticeably higher proportion than the national and provincial averages. Understandably, many of the island's retirees are located in Victoria, which is the island's largest city. The retirement focus of this city has been discussed by Forward (1984), who discovered that Victoria had become Canada's foremost retirement city by 1931, and that its lead over other cities has widened since then. He concluded that "Victoria has steadily become more distinctive as a retirement centre and there is no reason to believe that this trend will not continue into the future" (Forward, 1984, 119). Although Victoria houses the majority of Vancouver Island's retirees, a number of smaller island communities have followed its lead, by having a large proportion of their population in the older age groups as well.

The communities that comprise Vancouver Island are on the threshold of a major shift in the structure of their population base, with mid-island communities such as Parksville and Qualicum Beach experiencing a large and constant growth of their senior population (Unger, 1987, 1). As a result, both of these seaside communities have acknowledged this function as a major economic activity in their planning documents (Qualicum Beach Recreation Commission, circa 1977, foreword; City of Parksville, April 1987, 2). Such a situation is not surprising according to Hodge, who maintains that "towns and villages, as distinct

from larger centres, are increasingly the choice of seniors (Hodge, 1987, ii). These Vancouver Island communities are therefore typical of many smaller centres in the nation which exemplify the general aging trend of the population, as well as the locational preferences of older in-migrants.

#### **1.4: Retiree Migration to Resorts**

The establishment of the population aging trend as a contemporary world-wide phenomenon (McDaniel, 1986, IX) brings about the question of the aged's residential location preferences. Research on this topic has found that there is a general movement of older people away from more highly urbanized areas toward high amenity small towns (Rowles, 1986, 516). In Canada this is part of a nationwide shift of the population toward smaller places (Simmons, 1980, 161). In reference to older migrants in particular, it has been found that they are typically the most highly concentrated in towns that have less than 5,000 residents (Hodge, 1987, 25; Statistics Canada, April 1984, n.p.). A similar pattern of retiree migration has been found to occur in Britain (Rowles, 1987, 516), as retirees have been found to concentrate in coastal resort areas and in some of the more attractive inland towns (Lemon, 1973, 259). These areas are likely to appeal to older migrants because of their pleasant ambience and slow pace of life, and possibly due to lower real estate prices than are generally found in larger centres.

Migration movements of the elderly often are made after a limited search for a potential residential location (Roseman, 1977, 8). The destinations that these prospective migrants choose are often those which

have impressed them on previous visits (Svart, 1976, 320). For instance, they may have been there first to visit relatives and friends (Gober and Zonn, 1983, 292), or they may have either previously vacationed there, or possibly owned a summer home there (Oldakowski and Roseman, 1986, 291). This previous connection with the destination area means that a smaller social adjustment would be required for the move, and illustrates that the moves of retirees tend to reflect former leisure and travel patterns (Law and Warnes, 1973, 371).

Since retirees are attracted by attributes such as pleasant scenery and good weather, it is not surprising that their locational preferences have been found to be quite similar to those of tourists (Karn, 1977, 28; Mellor, 1962, 42-43), and that both groups tend to congregate in resort areas. It is evident from the definition of a resort that retirees would want to move to one, as "we can identify **resorts** as those hotels and destinations that offer positive social and emotional experiences for the consumer, that serve the reasons why people want to be in different places, and that offer a new dimension to their normal everyday lives" (Anderson, 1985, 213).

Walter Christaller observed the coexistence of tourists and retirees in small resort locations over 20 years ago by noting the similar locational preferences of both groups.

Analogous to the regions of tourism are, moreover, the places of free-chosen residence: artists and authors, just as retired persons and pensioners have few restrictions on [the] choice of their dwelling. Often they select places which are favored by climate and landscape - for instance a place which in former times they had visited on a holiday. In the U.S.A., Florida and California are examples; in Europe the Riviéras or the lakes on

the Alp borders. It is typical for places of tourism to be on the periphery (Christaller, 1964, 95-96).

Just as small towns are a preference for some retired persons as a place to live, Christaller has suggested that tourists also like smaller centres. This concurs with a finding of Robinson, who has stated that resorts tend to be small in nature (Robinson, 1976, 158). Furthermore, Christaller's statement on the locations favored by both groups indicates that the growth of the tourism and retirement functions in a resort area may typically develop simultaneously due to their similar locational preferences. Thus it appears as though this functional duality is brought about by similar needs and desires, such as an abundance of recreational opportunities available at the destination area.

In addition to satisfying the leisure oriented needs of these two groups, smaller towns also generally have a pleasant ambience which provides a relaxing setting in which to pursue daily activities. For instance, neither group seems to select destinations which are dominated by heavy industrial activities. Hence, by their very nature, small resort communities become economically dependent upon either the tourism or retirement industries, or perhaps both. Consequently, just as some North American cities such as Miami, Palm Springs and Victoria are known to have a substantial tourism and retirement orientation, evidence suggests that many smaller centres attract both groups as well, particularly in established retirement regions such as the American Sunbelt and British Columbia.

Although it has been nearly a quarter of a century since Christaller acknowledged the coexistence of the tourism and retirement functions in certain small towns, a comprehensive search of the English language academic literature indicates that there have been few, if any, empirical studies done concerning the compatibility of these two industries within small resort communities. The literature on this topic consists of little more than an occasional statement made in passing by a few authors. For instance, a study of Phillip Island, Victoria, Australia found that there was growing competition between retirees and other groups using the island, as increased demand placed more pressure on its recreation areas. This suggested to the authors that an influx of holidaymakers could destroy the atmosphere that the retirees seek (Prinsley, *et al.*, 1979, 6).

Another author has viewed the situation from a different perspective, and has suggested that the economic spinoffs from the retirement industry can even out the seasonal fluctuations of the tourism industry, and provide a major source of revenue, as the elderly bring their pensions and equity to the destination community (Murphy, 1985, 156). As to the potential for conflict between tourists and retirees, a recent study of activity space formation in Barbados has indicated that there may be little opportunity for conflict between local residents (such as retirees) and visitors because it was found that "tourists participate largely in a resort culture, while resident participation is directed to locations where the obvious touristic content is minimal" (Husbands, 1986, 248).

A recent study of Auckland, New Zealand underscores the potential for synergism between the tourism and retirement industries. The authors

concluded that having both industries in a community could lead to economic benefits for the destination area.

New residents may be attracted by the town's lifestyle and bring with them entrepreneurial skills to complement those already in the town. The tourism and retirement stimulated by high quality social and physical environments may subsequently generate new economic opportunities such as craft industries, hobby farms and tourist farms which use, without destroying the physical environment (Sorensen and Cunningham, 1985, 10).

This diversity of opinion concerning potential benefits or drawbacks in having a significant number of both tourists and retirees within a small resort area is indicative of the lack of research on this topic. It is expected that greater amounts of leisure, money and mobility may lead to more significance for resort towns in the future, which should in turn lead to a greater volume of research on the nature of resorts (Stansfield, 1970, 15). To this end, "further studies are needed to consider such questions as the compatibility of tourism and retirement or the ways in which the economic base of resorts might be improved without adversely affecting their tourist and retirement attractions" (Karn, 1977, 184).

### **1.5: The Selection of Parksville and Qualicum Beach as Case Study Resort Communities**

Any study of tourism and retirement trends in resorts needs to examine them over time, but this can create difficulties. One difficulty is attaining suitable data on tourism area evolution, which has been acknowledged by previous researchers of tourism on Vancouver Island

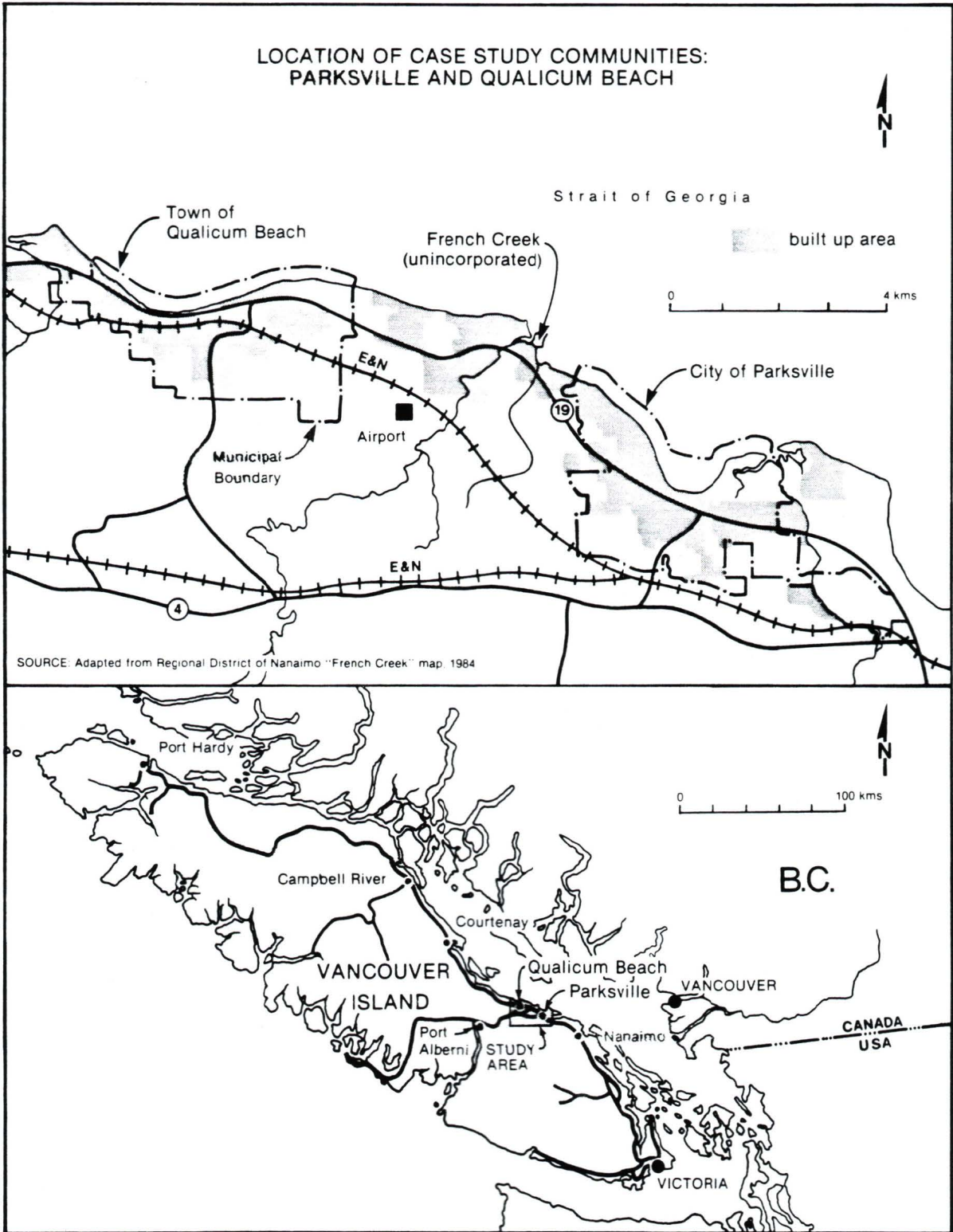
(Nelson and Wall, 1986, 242). Butler himself recognized the difficulty in obtaining data to assess his model.

A major problem in testing the basic hypothesis and modelling the curve for specific areas is that of obtaining data on visits to areas over long periods. These are rarely available, and it is particularly unlikely that they will date back to the onset of tourist visits. However, those data which are available for a few areas for periods in excess of thirty or forty years substantiate the general arguments put forward in this paper (Butler, 1980, 11).

The Parksville-Qualicum Beach resort area provides an ideal opportunity to examine the development trends of tourism and retirement because their function as resort communities dates from the early decades of this century, and because several sources of data are available to enable the cross checking of trends. Although data on the number of visitors to the area could not be obtained for the study area over an extended period of time, local newspapers provided a record of the evolutionary trends in both tourism and retirement over a period of 40 years. The publication of these newspapers on a regular basis enables an analysis of trends by using the content analysis technique to reveal the development patterns of these two industries. In addition, tourist accommodation guides are available for a 50 year period which exceeds the time period that Butler has suggested is required to substantiate the stages of his model.

Parksville (1986 population of 5,828) and Qualicum Beach (1986 population of 3,410) are two small resort communities situated on the east coast of Vancouver Island, about 100 miles north of Victoria (Figure 1.2).

Figure 1.2



They are centrally located between the cities of Nanaimo, Courtenay/Comox, and Port Alberni, which makes them bedroom communities for workers in these larger and more industrialized centres. The two communities are separated by five miles of unincorporated area, in the centre of which is the small but rapidly growing community of French Creek. Although French Creek is located in the same region as the case study communities, it is not included in this study (except in any 'Area' totals) because its rural character means that specific tourism and retirement data relating to it (or any other small settlement in the district) are not available throughout the study period. The focus of this study is therefore restricted to the two major communities in the region, except where otherwise noted.

Parksville and Qualicum Beach will be considered as two integral parts of a single resort area, which is consistent with the title of the first local newspaper (The Parksville-Qualicum Beach Progress) and the title of the local telephone directories (Parksville, Qualicum Beach and Area). Rapid population growth in recent decades has created a virtually continuous built up area between the two communities, and this adds credibility to the use of an area approach. In addition, both communities offer similar vacation experiences to the traveller, such as sheltered beaches and a small town atmosphere, which help to attract both visitors and new residents.

However, although they comprise what amounts to a single destination resort area, Parksville and Qualicum Beach are not mirror images of one another. Some activities that are available in one community

are not found in the other, such as golfing and curling. They also have some notably distinctive attributes in terms of size and character, and factors such as these will be further discussed in the following chapters as their evolutionary patterns are revealed. The two communities actually complement and enhance each other by maintaining separate identities, and as a result, the recent tourism development strategy, formulated by Chamber of Commerce representatives of both communities, outlines the opportunities for further developing the whole area as a tourist destination (Parksville, Qualicum Beach and District Tourism Strategy, Oct. 15, 1987).

Some attributes of the area attract both tourists and retirees, and these include the climate which is very favorable by Canadian standards, with warm dry summers and mild winters. The summers are particularly conducive to attracting both groups, as the moderate temperature and humidity levels during this season are to the liking of most people, particularly the elderly. Both locals and visitors also find the natural beauty of the countryside and the small town ambience appealing. The seaside location and the sheltered, sandy beaches of these communities are additional attributes which help to attract both visitors and new residents, as these provide fishing and swimming opportunities, plus the chance to savor a seaside atmosphere. As can be seen in Figure 1.2, this focus on the sea is apparent in the morphology of these communities, which are typical of seaside resorts in that they have fairly extensive linear development along their waterfront areas, and a more concentrated business core near the centre (Lavery, 1971, 180; Mitchell, n.d., 3; Robinson, 1976, 160; Stansfield, 1970, 45).

The case study communities are too small to have a well developed 'Recreational Business District' such as can be found in some larger resort areas (Lavery, 1971, 180), however there is a focus on active recreational activities which attract both tourists and retirees. These include golfing, tennis, and hiking, as well as lawn bowling and curling which are of particular interest to retirees. There is also a profusion of arts and crafts, and these add to both the locals' and visitors' enjoyment of the area. Attractions and activities such as these attract people who are able to enjoy a leisure oriented lifestyle within a 'destination resort' atmosphere that can attract visitors and perhaps entice them to move to the area on a permanent basis. The purpose of the next chapter is to ascertain whether such a situation has developed along the lines suggested in Butler's proposed model of destination area evolution.

## CHAPTER 2

### THE EVOLUTION OF THE TOURISM AND RETIREMENT INDUSTRIES IN PARKSVILLE AND QUALICUM BEACH

This chapter examines the evolution of tourism and retirement activity in the Parksville-Qualicum Beach area from a theoretical perspective. The first part of the chapter outlines Butler's model of resort evolution and provides an overview of past studies that have used this method of identifying resort trends. The resort cycle concept provides an opportunity to examine tourism and retirement industry patterns in small resort communities so this chapter outlines trends in both of these leisure oriented activities in the study area. Tourism trends are first outlined in a chronological format, then trends in retirement industry activity are examined chronologically. The chapter concludes with an evaluation of how well the Parksville-Qualicum Beach area fits Butler's model.

#### **2.1: The 'Tourism Area Cycle of Evolution'**

Just like any other marketable product or service, the tourism industry is influenced by global trends, such as expanding technology and changing fashion. A search for the new and different also plays a major role in the popularity of certain destinations (Greenwood, 1976, 137). In addition, when one examines progressively smaller sized regions, it is apparent that their overall growth pattern is influenced by a number of external factors that are beyond their control. These include the changing demographic and psychographic characteristics of its clientele, and

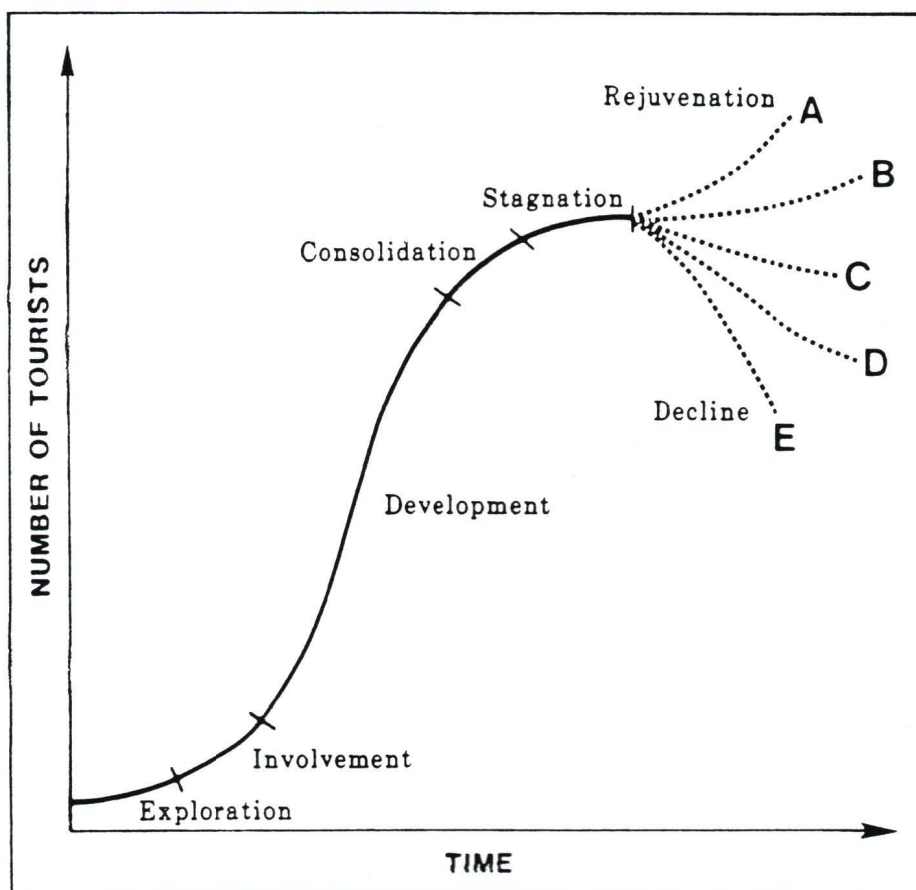
competition from other, perhaps newer, destinations which may become the 'in' place to visit. Furthermore, as a destination's infrastructure ages, its popularity may subsequently diminish, and its resources may not be adequate to enable a rejuvenation of its tourism economic base to occur. Hence, a 'tourism area cycle of evolution' theory has been proposed to help explain this situation (Butler, 1980, 7), and to function as "a useful device for summarizing many trends which appear to have taken place in many resorts . . . in that it synthesizes a diversity of ideas [with]in a concise framework" (Wall, 1982, 189).

In the 1970s several authors discussed the changes in tourism area development to accommodate fluctuating levels of demand. Cohen (1972) and Plog (1972) both noted that the type of visitor varies, depending upon the level of development in a destination area, with some tourists seeking to get away from it all and others preferring a high level of amenity and comfort. As to the evolutionary pattern of tourist areas, Stansfield noted that there was an apparent cycle of popularity in the well established seashore resorts of New Jersey (Stansfield, 1975, 49). In a later article he outlined the decline and subsequent rejuvenation of Atlantic City, and although he showed insight into the factors that influenced the resort's development, he stopped short of clearly delineating the cycle into stages to enable its general applicability to other places (Stansfield, 1978).

Shortly thereafter, in an article in the Canadian Geographer, Butler used the product life cycle concept as the basis for what he termed the 'tourism area cycle of evolution' (Butler, 1980, 7 - Figure 2.1). The life cycle concept suggests that the sales of a product proceed slowly at first, then as it

becomes popular and accepted there is a rapid rate of growth, which is followed by a period of relative stability and an eventual decline as competing products become more popular. This pattern follows what is termed a basic asymptotic curve, as does Butler's model (Figure 2.1).

**Figure 2.1**  
**Butler's Model of Tourism Area Evolution**



Source: adapted from Meyer-Arendt, 1985, 452.

The initial stage of the resort evolution cycle is what Butler has termed the **exploration stage**, which is a time when only a few visitors arrive, and when no specific facilities are provided for tourists. Areas of the world that might be included in this stage are becoming increasingly rare, although parts of the Canadian north could likely be included in this classification. It is a reasonable assumption that tourist areas traditionally begin at a stage such as this, however, a few planned 'instant' resorts, such as Cancun and Ixtapa in Mexico, would miss both this stage and the following one.

The next stage of development is known as the **involvement stage**, which is a time when some facilities are provided to attract tourists, and when marketing strategies to increase awareness of the destination have begun. A seasonal pattern of visitors may begin to emerge and a few locals will need to make an adjustment in their lifestyle as a result of tourism. Certain parts of China and some of the more isolated islands in the South Pacific could possibly be placed in this stage.

The **development stage** which follows, is characterized by heavy advertising of what is by this time a well established tourist area. As this stage progresses local involvement and control of tourist establishments will diminish because large external (perhaps foreign owned) companies begin to take over from small local businesses. The number of tourists will equal or possibly exceed the resident population during peak periods, and the natural attractions which enticed the initial visitors will be supplemented by man made facilities. Several of the islands in the Caribbean could almost certainly be placed in this stage.

The next stage has been termed the **consolidation stage** by Butler, and this period is entered when the rate of increase in the number of visitors lessens, although the total number of visitors still increases. The tourism infrastructure is beginning to age by this time, while there are few new additions to the tourism infrastructure. Also, it is likely that some resentment toward tourists can be detected among those not employed in the industry as their lifestyle is disrupted by tourist activity (Wall, 1982, 188). This stage probably most aptly fits the Waikiki area of Hawaii, as the victimization of tourists to this destination a few years ago suggests (Chesney-Lind and Lind, 1986, 173).

When the number of visitors has reached a plateau for a period of time, the **stagnation stage** is indicated. Butler stated that by this time the number of visitors will have reached the area's carrying capacity to accommodate them, which would lead to social, economic, and environmental problems in the destination area. Although this has undoubtedly occurred in some areas (such as the Costa Brava region of Spain), Haywood has suggested that a lack of resourcefulness rather than a lack of resources can also lead to this situation (Haywood, 1986, 159). Nonetheless, the area will no longer be in fashion as a destination for tourists, as its well established image will have become somewhat less inviting. Certain areas of the Mediterranean would fit this stage of the model. It is for the period which follows this stagnation phase that Butler presents several possible scenarios as to what may occur next. These are shown in Figure 2.1 as dotted lines labelled with the letters 'A' through 'E'. Although the format of the model implies that there are five of these

scenarios, there would actually be a continuum of possibilities between the two extremes of rejuvenation and decline.

The **decline stage** (illustrated as 'E' in Figure 2.1) occurs when the popularity of the tourist area diminishes and the total number of visitors decreases. This causes some tourist facilities to disappear, while the viability of some of the others becomes questionable because the area is no longer able to compete with newer more fashionable attractions. It is at the decline stage that the retirement industry fits into Butler's model of tourism area cycle of evolution. He suggested that during the decline stage:

The conversion of many facilities to related activities is likely. Hotels may become condominiums, convalescent or retirement homes, or conventional apartments, since the attractions of many tourist areas make them equally attractive for permanent settlement, particularly for the elderly (Butler, 1980, 9).

Butler recognized that there are commonalities in what attracts people to certain locations of the world, whether for a short stay or a permanent move, although he did not state that the tourism and retirement industries might develop simultaneously. Indeed, he used the retirement function as an example to illustrate one way in which a tourism area can **rejuvenate** itself. It is possible for the rejuvenation of tourism to occur, and this may happen instead of a period of decline (scenario 'A' in Fig. 2.1), or perhaps following it. For instance, tourism can rejuvenate subsequent to a period of decline with the addition of a significant new attraction, such as happened when gambling casinos were introduced to Atlantic City (Stansfield, 1978).

Butler emphasized that some areas will experience the stages of the cycle more clearly than others, and that the shape of the curve can therefore be expected to vary due to differing circumstances between destinations. This was found to be evident in subsequent published case studies which have attempted to verify the existence of the stages in Butler's model. In what appears to be the first test of the model, Hovinen discovered that, although some indication of the stages was found in the case study region of Lancaster County, Pennsylvania, in other respects it "departs significantly from parts of his [Butler's] hypothesized cycle". Hovinen nonetheless commented that "the idea of a cycle of evolution of tourist destinations remains useful" (Hovinen, 1982, 567). Hovinen suggested that the consolidation and stagnation stages could be joined to form a more general 'mature' stage to represent a time when the rapid increase in the annual number of visitors has ended.

Lundgren has stated that "Butler's 'cycle of evolution' is a useful conceptual framework for analyzing how temporal dynamics impact on a tourist region" (Lundgren in Murphy, 1983, 96). His study area exhibited a degree of similarity to Hovinen's in that the Laurentian area north of Montreal showed only some of the trends that were characteristic of the consolidation and stagnation stages. Lundgren also noted that there appeared to be an overlapping of smaller cycles, which tended to obscure any overall cyclical pattern.

The resort cycle was used to illustrate changes in the residential population of Grand Isle, which is regarded as Louisiana's most popular Gulf Coast resort. The population changes in that resort over time followed

a pattern similar to the asymptotic curve of Butler's model, and accordingly, the researcher concluded that "the evolution of Grand Isle as a seaside resort can be described by the resort cycle proposed by Butler" (Meyer-Arendt, 1985, 462). Since Meyer-Arendt used the number of residents instead of the number of visits by tourists in association with Butler's model, this is yet another indication that similar attributes attract both groups to a particular location.

Subsequent to an examination of tourism development in Canada's Northwest Territories, Keller remarked in a recent article that:

General agreement exists concerning at least four recognizable phases of development . . . They are perhaps most clearly depicted by Butler's analogy to the logistic curve underlying the classic 'Product Life Cycle'. Dividing this cycle into four phases, it is possible to distinguish between first 'Discovery', second 'Local Control', third, 'Institutionalization', and fourth some 'Crises [sic] Period' (Keller, 1987, 23).

Keller also stated that certain peripheral regions of the world will likely never reach the final stages of development, and that some destinations will remain in the 'discovery' period. Almost certainly an expansive peripheral region such as the Northwest Territories can be expected to manifest a different development profile than a smaller more centralized resort area, and therefore, "there is [still] a real need for verification of the existence of the resort cycle through empirical studies" (Wall, 1982, 190). Such studies can lead to a further understanding of tourism area development from a theoretical perspective, which in turn

could lead to the wiser allocation of resources in destination areas. It is for these reasons that the:

Evolution of tourist areas is of critical importance for tourism planners and managers. The evolution process has a positive or negative effect not only on the basic attractiveness of the area and its tourism resources, but on the people who live and work in the community, on the visitors who come into the area, and on the tourism industry as a continued investment opportunity (Haywood, 1986, 164).

This study proposes to test Butler's model by examining both tourism and retirement trends over time, so it is important to select a study area that illustrates the development and growth patterns associated with both of these industries. The Parksville-Qualicum Beach resort area meets this criterion and thereby provides an ideal opportunity to reveal how well Butler's model applies to small communities that appeal to both tourists and retirees. The study will begin by outlining evolutionary patterns in the tourism industry in the study area. It will then examine trends associated with retirement activity in this area and note the stage of tourism evolution when retirement becomes prominent.

## **2.2: Tourism Trends in the Parksville-Qualicum Beach Area**

This section dealing with tourism trends in the study area is comprised of three subsections which are demarcated by data availability and by the stages of the model that they represent. A detailed analysis of the period previous to 1940 is limited by the lack of data recorded on a regular and consistent basis. As a result, the statements of other authors had to be relied upon to put the tourism function into perspective for this

initial period. A triangulation approach was used in the last two subsections on tourism evolution, which was made necessary because surrogate measures had to be substituted for the actual number of visitors to the study area, as this information was not available.

### **2.2.1: 'Exploration' and 'Involvement': The Period Before 1940**

Parksville and Qualicum Beach became established as permanent white settlements by the end of the nineteenth century, and it was shortly thereafter that they began attracting a sufficient number of visitors to support facilities specifically catering to their needs. Parksville began at an important junction point for travel to the west coast and up island points (Figure 1.2), and this helped to assure its continued growth as a service centre. For example, the community's first tourist accommodation was provided by the Sea View Hotel which was built in the late 1880s (The Daily Colonist, Dec. 12, 1948, 10). This establishment later became the Rod and Gun Hotel, and it was primarily a stopping point for stagecoaches heading to other island points. Parksville's inception as a tourist destination really began when two English women, Winnifred Philpott and Joan Foster, interrupted their world tour to build the 24 unit Grayharven Inn on a choice waterfront location (Elliot, 1983, 18). It opened on March 31, 1917, and is now known as the Island Hall Hotel.

The genesis of Qualicum Beach differs somewhat from Parksville in that it was originally planned and laid out as a summer resort destination by General Noel Money, who set the scene for subsequent tourist development when he came from Britain in 1912 as a representative of the

Merchants' Trust and Trading Company. He directed the construction of the community's water system, an 18 hole golf course, a mansion for himself, and the Qualicum Beach Hotel. This hotel and its accompanying golf course was undoubtedly the most important factor in establishing Qualicum Beach as a summer resort destination (The Arrowsmith Star, Oct. 13, 1982, 21). Qualicum Beach had evidently become a popular tourist destination at an early stage in its development, for in 1913 it was stated that "the woodland scenery around Qualicum Beach is pronounced by tourists from all parts of the world to be among the finest on the American Continent" (Shuster, 1913, 255).

Subsequent literature substantiates that Qualicum Beach was known as a resort destination at a very early stage in its development. For instance, by the early 1920s the Victoria and Island Publicity Bureau identified Qualicum Beach's golf course as "a facility that rates very highly with players from all parts of the continent" (Victoria and Island Publicity Bureau, 1922, n.p.). Shortly thereafter, in a subsequent edition of this organization's publication, Qualicum Beach was described as a holiday resort (Victoria and Island Publicity Bureau, 1926, n.p.). Similarly, although it was listed as having a population of only 250 at the time, Qualicum Beach was stated to be a summer resort in the 1935 edition of The British Columbia and Yukon Directory (Sun Directories, 1935, 703).

For Vancouver Island as a whole, this initial period of tourism development was characterized by lengthy visits of affluent clientele who generally travelled by train and ship. This holds true for the Parksville-Qualicum Beach area as well, as the first hotels were relatively large and

quite opulent, which served to attract the elite from foreign destinations. While the 1920s was a decade of steady growth for island tourism, the depression led to a decline in the number of visitors and in their length of stay by the early 1930s (Nelson and Wall, 1986, 250). When the use of the automobile became an increasingly predominant mode of transportation during this time period the source and leisure patterns of visitors changed. The big spenders from Europe and California declined in importance relative to visitors from surrounding places such as Vancouver and Seattle, who generally spent less time and money on the island. Furthermore, the use of the automobile dispersed visitors from Victoria to up island points, such as Qualicum Beach, in pursuit of excellent fishing and hunting (*Ibid.*, 252).

By 1937, the British Columbia accommodation directory listed 117 places for tourists to stay in the province, including four in Parksville and eight in Qualicum Beach (The Bureau of Provincial Information, 1937). In the following year, Qualicum Beach had one less, yet this was still more than the six listed for Vancouver and Victoria (Bureau of Industrial and Tourist Development, 1938, 4, 6, and 9). This indicates that the small resort community of Qualicum Beach was playing a fairly prominent role as a tourist destination by the late 1930s, even though its accommodation establishments were undoubtedly of a smaller scale than could be found in these larger centres.

In applying Butler's model to the study area, the period from the late 1880s to the beginning of World War I appears to resemble the initial 'exploration' stage of tourism area evolution, as this was the period when

tourism went from a virtual nonexistence to the recognition that the visitor industry was a potential generator of local income. With the establishment of the first relatively large hotels (Qualicum Beach Hotel in 1913 and Island Hall Hotel in 1917), the area had clearly moved into what Butler termed the 'involvement' stage. Both communities appeared to enter the 'involvement' stage at roughly the same time, although Qualicum Beach had twice as many hotels as Parksville by the late 1930s. This lends support to the belief that Parksville's tourism industry was of secondary importance to Qualicum Beach's during this early period, particularly because Qualicum Beach was designated as a resort from the time the community was originally laid out, and because Qualicum Beach was defined as a resort in early publications, whereas Parksville was not.

For the island as a whole, the 1920s had brought tourism growth, however a significant decline had begun by the 1930s, which was in all probability due to the stock market crash and the subsequent depression. This 'decline' phase of the model preceded any signs of the 'development' stage, such as heavy advertising and the loss of small locally owned and operated establishments in favor of large multinational chains, or that the region had reached its carrying capacity to support visitors (Butler, 1980, 8). This illustrates that the model's accuracy is subject to major global events such as the depression. In the Parksville-Qualicum Beach area there is no clear evidence as to whether or not it experienced this early 'decline' phase that typified Vancouver Island as a whole. The remaining discussion of tourism evolution is more conclusive however, as it focuses on the period after 1940 when data have been recorded on a regular and consistent basis.

### **2.2.2: The 1940s, 1950s, and 1960s:**

#### **Three Decades of 'Development' and 'Decline'**

The longest historical record of tourism on Vancouver Island can be found in tourist accommodation guides which have been published annually by the British Columbia government for over 50 years. They contain a reasonably accurate record of changes in accommodation available to tourists, although they probably underestimate the supply as inclusion in the guides is voluntary and subject to government standards. Accommodation capacity is commonly used as an indicator of tourism activity (Pearce, 1987, 206), and in utilizing this data source for their study of tourism on Vancouver Island, Nelson and Wall found the fewest establishments in 1940 (about 100) and the most in 1959 (just less than 400). While the authors used roughly five year data intervals, this study used all accommodation guides from 1937 to 1988 (except 1942 and 1964 which could not be obtained). The annual figures were aggregated into two year intervals which simplifies the presentation of data, while still revealing trends.

The changes in the number of tourist establishments in Parksville and Qualicum Beach between 1937 and 1988 are illustrated in Table 2.1. Although this section will focus on the first three decades or so, a few general observations should be noted at this time about the overall trends shown. There was a general increase in both communities over the whole time period, although the later years do not represent a peak in the number of establishments. In concurrence with Nelson and Wall's findings for

Table 2.1

**The Number of Hotels and Motels  
in Parksville and Qualicum Beach  
1937-1988**

Years <sup>1</sup>	Parksville	Qualicum Beach	Total
1937-8	4	8	12
1939-40	4	5	9
1941-2 <sup>2</sup>	8	11	19
1943-4	6	9	15
1945-6	5	13	18
1947-8	11	19	30
1949-50	12	25	37
1951-2	12	24	36
1953-4	12	28	40
1955-6	11	32	43
1957-8	14	31	45
1959-60	16	28	44
1961-2	16	27	43
1963-4 <sup>2</sup>	17	28	45
1965-6	13	22	35
1967-8	15	20	35
1969-70	12	21	33
1971-2	12	20	32
1973-4	11	25	36
1975-6	14	23	37
1977-8	16	21	37
1979-80	16	20	36
1981-2	16	19	35
1983-4	15	17	32
1985-6	15	17	32
1987-8	15	15	30

Source: British Columbia Accommodation Guides:  
see Appendix A for references

<sup>1</sup> numbers represent the two year average  
with .5 rounded upward

<sup>2</sup> data for 1941 and 1963 had to be used  
as 1942 and 1964 not available

Vancouver Island as a whole, the peak period was in the mid-1950s to early 1960s. The number of establishments in Parksville has increased then become stable, but the number in Qualicum Beach has increased, then

declined substantially over the past 40 year period. This is an indication that Parksville has grown in prominence as a tourist destination relative to Qualicum Beach.

In using the number of tourist accommodation establishments as the only source of data, one might conclude that tourism grew rapidly in both communities from the late 1930s to the late 1950s ('development' stage), then fell off drastically in Qualicum Beach ('decline' stage). The use of this data source can be misleading however, as the average number of units per establishment may have increased over the time period of the study, just as they have for the island as a whole over time (Nelson and Wall, 1986, 354), and elsewhere (Lundgren in Murphy, 1983, 111; Stansfield, 1978, 250). Because of this tendency, the number of accommodation units available to vacationists and business travellers is a more accurate measure of changes in the level of tourism activity. This information has been listed in British Columbia accommodation guides since 1957.

The number of tourist accommodation units available over time in the case study communities is shown in Table 2.2. By examining both Table 2.1 and Table 2.2 it can be determined that the average hotel/motel size has increased from about 10 to 20 units over the past 30 years. Over the period covered in the table, the total number of units in the study area has generally increased, although a substantial decrease occurred between 1965 and 1972. Considering the large increase in tourist establishments from the late 1930s to the mid-1950s (Table 2.1) and the increase in units that occurred from 1957 (when data on units became available) to 1964, it can be

**Table 2.2**  
**Tourist Accommodation Units**  
**in Parksville and Qualicum Beach**  
**1957-1988**

<b>Years<sup>1</sup></b>	<b>Parksville</b>	<b>Qualicum Beach</b>	<b>Total</b>
1957-8	136	296	432
1959-60	188	325	513
1961-2	193	317	510
1963-4 <sup>2</sup>	198	339	537
1965-6	155	241	396
1967-8	186	245	431
1969-70	192	230	422
1971-2	193	218	411
1973-4	174	279	453
1975-6	295	313	608
1977-8	326	304	630
1979-80	335	264	599
1981-2	338	267	605
1983-4	337	290	627
1985-6	397	304	701
1987-8	354	258	612

Source: British Columbia Accommodation Guides:  
 see Appendix A for references

<sup>1</sup> numbers represent the two year average  
 with .5 rounded upward

<sup>2</sup> data for 1963 had to be used  
 as 1964 not available

inferred that the late 1930s (or possibly earlier) to the early 1960s roughly represents the 'development' stage of Butler's model. However, since the dramatic drop in units after 1964 immediately followed a fairly rapid growth period (particularly in Qualicum Beach), a 'decline' period seems to have preceded the 'consolidation' and 'stagnation' stages of the model in the Parksville-Qualicum Beach resort area. Even though this evidence is indicative of a decrease in the number of visitors to the area due to this reduction in the local accommodation sector, it is also possible that some

readjustment was required in the early 1960s because local developers may have been overly optimistic during the growth period of the previous years. A decrease of tourism activity appears to be supported though because the proportional decrease in the number of units was large (25% between 1963-1964 and 1965-1966) and also because it took until the mid-1970s to regain the units lost in the early 1960s.

Local newspapers were also used as a data source for tourism, and a systematic procedure had to be used to efficiently derive meaningful results from the more than 2,000 editions that have been published in the study area since 1948. It was decided that the content analysis research technique provides an ideal way to develop an understanding of local tourism trends from these newspapers. Since the market area of the newspapers consists almost exclusively of Parksville, Qualicum Beach and the immediate area, it was felt that they present a reasonably accurate summary of local events pertaining to the research area.

**Content analysis** has been defined as "any technique for making inferences by objectively and systematically identifying specified characteristics of messages" (Holsti, 1969, 14). As a research tool, content analysis is considered to be a precise and replicable method of analyzing the attributes of documents in a systematic and objective way (*Ibid.*, 19). The use of content analysis is particularly appropriate when the availability of data are limited to documentary evidence, such as is found in newspapers or other historical records. The use of content analysis involves the measurement of the content of a series of publications or other material that has been recorded at regular intervals, such as newscasts. Every

occurrence of the chosen categories that is being looked for such as words or phrases is tallied. In doing so, it is assumed that the frequency that these categories appear is a valid indicator of trends over time. In the context of this study, it was assumed that the sample of selected word categories in the local newspapers would yield a valid measurement of tourism and retirement industry trends over time. Since each unit counted (such as an individual word or phrase) has an equal weight, it is assumed that the years encompassed by the study can be directly compared. In interpreting the results, the researcher must have an adequate amount of knowledge, understanding and intuition in order to arrive at a suitable answer to the research questions (*Ibid.*, 41). This is a possible limitation of content analysis and for this reason it is highly recommended that the procedure be combined with other forms of analysis or known information to check for the degree of consistency between results.

The Parksville-Qualicum Beach Progress was used for the early period (1948-1979) and The Arrowsmith Star for the recent period (1980-1987). The use of two different newspapers was necessary because no newspaper has published for the entire period. Six issues per year were selected representing the dates closest to January 1, March 1, May 1, July 1, September 1, and November 1. This rotated sampling method was used in order to get a good cross-section of issues throughout the year. The two month intervals over the 40 year period yielded a sample size of 240 newspapers. The analysis was restricted to three parts of the newspaper, and these included the 'front page', 'editorial column', and 'letters to the editor', all of which are traditionally used to discuss issues that are important to the day. This process of limiting the sampling frame to only

include certain sections of the newspaper is common practice as it provides a focus to the research and makes the amount of data more manageable (Berelson, 1971, 179).

Words were chosen as the recording unit, as the simpler the unit and categories, the higher the reliability (*Ibid.*, 174). The categories chosen to represent the tourism industry were - **tourist, tourism, traveller, visitor, vacationers, hotel, motel, auto court, resort, and accommodation** - plus any proper names or derivations of these words. These word categories are mutually exclusive, independent and reasonably exhaustive, which are the qualities of ideal categories (Holsti, 1969, 95). It is important to recognize that these words and the context in which they are found are development oriented, which reveals growth trends satisfactorily, however their absence only indicates a lack of development, which may or may not suggest that an industry 'decline' has occurred.

Table 2.3 provides a summary of tourism development in the study area over the past 40 years, as indicated by the two local newspapers. The overall impression is that tourism was clearly established when the first local newspaper began publishing in 1948, and that the earlier period (up to 1962) exhibited the greatest amount of tourism industry growth. The data in Table 2.3 concur with tourism accommodation trends in the study area by supporting the belief that tourism was well within a phase of 'development' by 1948, and that this period of growth continued until the early 1960s. The 'Area' column in the table was created for words used in a general local context, as opposed to those that specifically referred to either community. About one-half of the words were associated with the 'Area' as

a whole (112), while Parksville showed slightly more growth than Qualicum Beach (64 versus 54).

Table 2.3

Tourism Development in Parksville, Qualicum Beach and Area  
as Indicated by a  
Content Analysis of Local Newspapers  
1948-1987

Years	Parksville	Qualicum Beach	Area	Total
1948-9	6	0	20	26
1950-1	8	7	7	22
1952-3	4	8	6	18
1954-5	12	4	1	17
1956-7	0	6	10	16
1958-9	2	0	2	4
1960-1	14	1	14	29
1962-3	0	1	2	3
1964-5	0	3	1	4
1966-7	0	5	0	5
1968-9	0	2	0	2
1970-1	6	1	0	7
1972-3	1	4	8	13
1974-5	2	4	4	10
1976-7	6	5	1	12
1978-9	2	1	0	3
1980-1	0	2	12	14
1982-3	1	0	1	2
1984-5	0	0	3	3
1986-7	0	0	20	20
<b>Total</b>	<b>64</b>	<b>54</b>	<b>112</b>	<b>230</b>

Source: The Parksville-Qualicum Beach Progress. 1948-1979

The Arrowsmith Star. 1980-1987

The newspaper articles themselves reveal in a more detailed manner the events that took place in the area's tourism industry over time, and they also serve to confirm that the 1940s and 1950s were decades of local tourism growth. Many events pertinent to the growth of the tourism industry were mentioned in the first local papers in the late 1940s. These included an

observed increase in visitors, expansion of the road network to facilitate more tourism, and numerous improvements and additions to the tourism infrastructure. Coordination within the industry was also being encouraged with the formation of the Central Vancouver Island Tourist Resort Owners' Association, and by 1950 a film had been made to promote the Parksville-Qualicum Beach area to visitors (The Parksville-Qualicum Beach Progress, March 1, 1950, 1). Additional tourist accommodation was being added during the 1950s, and it was mentioned that tourism was up over the previous years. In order to promote itself more widely as a tourist destination, Qualicum Beach joined the Central and Upper Island Publicity Bureau by 1953. These marketing approaches can be associated with the 'development' phase of Butler's model, as he stated that it is characterized by "heavy advertising in tourist-generating areas" (Butler, 1980, 8).

The Qualicum Beach Chamber of Commerce published 20,000 publicity folders in 1955 and demand for them far exceeded supply (The Parksville-Qualicum Beach Progress, Nov. 2, 1955, 1). Qualicum Beach's airport opened the following year, and visitors flew in for its opening ceremonies from as far away as Portland, Oregon (The Parksville-Qualicum Beach Progress, Aug. 29, 1956, 1). The Parksville Tourist Bureau opened in 1960, and in 1961 the March 1 editorial of The Progress suggested that the area should be promoted as a year round tourist destination, rather than just a summer resort. Also that same year, these communities became part of the Victoria and Island Publicity Bureau, with the provincial government matching the funds it raised on a dollar for dollar basis. The tourist traffic was up (by an undisclosed amount) over the previous year at the Parksville Tourist Bureau (The Parksville-Qualicum

Beach Progress, June 28, 1961, 1), and by 1962 a tourist bureau had opened in Qualicum Beach.

Ironically, shortly after these tourist bureaus opened, tourist development evidently dropped off considerably and the industry experienced a no growth situation. In what may have been an attempt to revive the industry, 50,000 brochures were printed to jointly promote Parksville and Qualicum Beach in 1964 (The Parksville-Qualicum Beach Progress, April 29, 1964, 1). In addition, joint newspaper ads were produced on a cost sharing basis for placement in newspapers located as far away as Alberta, Washington, and Oregon (*Ibid.*, 1). Since this apparent stepping up of tourism promotion occurred at a time when tourist accommodation was beginning to decline, this may indicate that the promotional campaign was intended to bolster a sagging economy.

The substantial decrease (about 25%) in the amount of accommodation units available to visitors during the mid-1960s to early 1970s was a significant event in the evolution of the tourism industry in Parksville and Qualicum Beach. There are several factors which could be linked to this occurrence. Firstly, local developers may have been overly optimistic during the earlier period, which resulted in a surplus of units. An overly optimistic group of developers would be difficult to pin down at this point in time as 30 years or so have passed since much of this development took place. Secondly, there may have been an actual drop in the number of visitors coming to the resort area over a period of a decade or so. Thirdly, a switch in accommodation preferences may have taken place

during the 1960s, such as a trend away from hotels and motels toward more affordable forms of accommodation, such as camping.

In concentrating on the last two scenarios, a decline in the number of overnight visitors to the parks in the area during the early 1960s would help substantiate the claim that Parksville and Qualicum Beach had reached the 'decline' stage of Butler's model at that time. Data are available on the annual number of recorded party nights (average of 3.2 people per party) at the three local provincial parks - Englishman River, Little Qualicum Falls, and Rath Trevor Beach. The first two parks were established by the late 1950s and have remained relatively constant in nature over time, whereas Rath Trevor Beach's facilities have increased considerably since it began in 1967. Considering this difference, Rath Trevor Beach can be expected to exhibit a different development profile than the other two provincial parks in the area.

It is evident from the data in Table 2.4 that there has been a growth trend in the overnight use of the provincial parks in the local area over the past 30 years. There was however a significant drop (25%-30%) in the number of recorded party nights at Englishman River and Little Qualicum Falls during the early 1960s. Since this period of 'decline' coincides very closely with the decrease in tourist accommodation units in the area (Table 2.2), it is unlikely that there was a switch in accommodation preferences away from hotels and motels toward camping in the 1960s. Although local developers may have been overly optimistic in the 1950s which resulted in too many hotels and motels, when combined with the other indicators, the park visitor data leave little doubt that there was an actual 'decline' of

tourism in the Parksville-Qualicum Beach area during most of the 1960s. This 'decline' trend seems to be strongly supported since it took until the early to mid-1970s to reach both the visitor and accommodation levels recorded in the early 1960s.

Table 2.4

**Total Annual Party Nights at Provincial Parks  
in the Parksville-Qualicum Beach Area**

<b>Years</b>	<b>Englishman River</b>	<b>Little Qualicum Falls</b>	<b>Rath Trevor Beach</b>
1958-9 <sup>1</sup>	3,177	6,112	no data
1960-1	5,441	7,193	no data
1962-3	3,757	5,209	no data
1964-5	3,564	5,051	no data
1966-7 <sup>2</sup>	4,892	6,336	7,629
1968-9	4,929	6,146	9,271
1970-1	6,807	7,282	8,393
1972-3	6,315	6,680	13,149
1974-5	6,967	6,831	17,688
1976-7	4,971	5,561	14,071
1978-9	6,327	7,358	23,802
1980-1	6,301	7,983	24,736
1982-3	6,172	7,856	26,406
1984-5	5,068	6,830	24,211
1986-7	5,065	6,970	26,543

Source: data supplied by Donna Selby,  
Ministry of Environment and Parks

<sup>1</sup> numbers represent the two year average,  
with .5 rounded upward

<sup>2</sup> Rath Trevor Beach opened up in 1967, so no data for 1966

### **2.2.3: Tourism Trends of the Last Two Decades: 'Rejuvenation' and 'Stagnation'**

This section will concentrate on tourism trends in Parksville and Qualicum Beach over the past two decades or so. It begins with a look at recent accommodation guides, local newspapers and provincial park data, which will be tied in with trends indicated by these data sources for the earlier period in order to maintain continuity of thought. These data will be supplemented by trends outlined in the yellow pages of local telephone directories since 1962 and by the number of visitor enquiries at the Parksville Tourist Information Centre from 1982 to 1987. This section concludes with a short summary of the degree to which tourism trends in the study area conform to Butler's model.

For the 1970s to the present the accommodation guides show a relatively stable number of establishments (about 35) overall during the period, but less than the peak (45) found in the late 1950s to the early 1960s (Table 2.1). The number of accommodation units has increased in Parksville from less than 200 in the years before 1975 to a peak of 397 in the 1985-1986 period (Table 2.2). On the other hand, the number in Qualicum Beach has fluctuated from 218 to 304 in the past two decades, with little overall pattern of growth or decline shown. This creates a mixed result when the two communities are combined, although the average total of around 600 units since 1970 is one-third higher than the 1960s average of approximately 450. This substantial difference indicates that a 'rejuvenation' was underway in the area by the mid-1970s, as the 608 figure for 1975-1976 greatly surpasses the 1973-1974 total figure of 453. While this

'rejuvenation' has continued to the present in Parksville, the accommodation unit pattern in Qualicum Beach since the mid-1970s is closer to one of 'stagnation'. The highest number of units in both communities over the past decade occurred in the 1985-1986 period, which was possibly due to the anticipation of spinoff revenue from Expo 86 in nearby Vancouver.

The content analysis of local newspapers shows a similar pattern of tourism trends. This data source showed that 1948-1961 was a period of rapid growth and the following 10 years a time of virtually no growth, while the early 1970s to the present showed moderate growth (Table 2.3). In comparing figures in the 'Total' column of Table 2.3, there were only 14 words associated with tourism development in the eight year period between 1962 and 1969, compared with 42 words over the next eight year period of 1970-1977. The last decade has been more mixed and this period is best dealt with by looking at details in the newspaper articles themselves, as content analysis data permits an interpretation of the numbers based on other known information.

In outlining trends of the 1970s first, the initial years of the decade were toward the end of the 'decline' phase of tourism in the Parksville-Qualicum Beach area, so tourism development was reported minimally. However by 1974, candidates for council positions in both communities were advocating that tourism should be encouraged in order to support the local tax base, and in the following year The Parksville-Qualicum Beach Progress began its annual Vacation Supplement to help promote the area. The first annual World Croquet Championships took place at the Island

Hall Hotel in 1976, which along with its 60th anniversary celebration in 1977, were events that attracted additional visitors to the area in this period. The paving of the Qualicum Beach airport in 1978 was also expected to help draw more visitors to the area.

The 1980s have so far been a decade of mixed tourism trends, with the latest two year period showing the most growth. One of the first local tourism developments to occur in this decade was the allocation of TIDSA (Travel Industry Development Subsidiary Agreement) funds to two local firms to modestly expand their tourism accommodation and facilities. The Arrowsmith Star's Labor Day editorial of 1980 remarked at how successful the tourism season had been that summer. The early 1980s did not appear to be a high growth phase of local tourism though, which could be linked to the global recession. By the 1986-1987 period, Table 2.3 shows that there were 20 references to tourism activity. This high figure reflects discussion about constructing a recreation centre with a pool which was expected to draw additional visitors to the area, although this facility has not been built to date. There was also much optimism concerning the spinoff benefits of Expo 86, and this came to pass as local tourism visits were up as a result of many first time visitors brought here by Expo (The Arrowsmith Star, June 29, 1986, 4).

In examining park visitor data over the past two decades, Englishman River (97 hectares, 105 campsites) and Little Qualicum Falls (444 hectares, 91 campsites) show little change in their annual recorded party nights, whereas Rathtrevor Beach (347 hectares, 174 campsites) has trebled its number (7,629 to 26,543) since it opened in 1967. The first two are

well established inland parks that have reached a mature stage of development, and consequently their overnight visitor patterns are relatively stable. In contrast, Rathtrevor Beach had a period of rapid growth up until the early 1980s when it evidently came close to reaching its carrying capacity. Its popularity can likely be attributed to its seaside location. When the growth of Rathtrevor Beach is considered, the camping component of tourism in the study area has been on the upswing. This supports the belief that the study area as a whole began a 'rejuvenation' phase in its evolutionary cycle by the early to mid-1970s, although some specific data on the businesses associated with tourism could help to determine more accurately if this stage has continued to the present.

One way to separate an industry into its components and study its trends is to utilize listings in local telephone directories. This method of data collection has been used in previous historical tourism studies, including Lundgren's research on the Quebec Laurentians (cited in Nelson and Wall, 1986, 242). This study utilized yellow page listings to reveal trends in the number of businesses associated with the tourism industry that were advertising in local telephone directories. A complete set of telephone directories was unavailable, so intervals of five years were selected, starting with the first available year of 1962. This resulted in a 25 year time span being represented (although 1981 had to be substituted for 1982 which was unavailable). The choice of business categories selected for this study was limited to those that were consistently listed in the yellow pages over the 25 year period. The businesses chosen to represent the tourism industry were - **gift shops, hotels, motels, resorts, and restaurants.** The results for each community are shown in Appendix B, and these were

combined to form Table 2.5 which illustrates tourism trends for the study area as a whole.

**Table 2.5**  
**Yellow Page Listings of**  
**Selected Businesses to Indicate Tourism Trends in**  
**Parksville and Qualicum Beach**  
**1962-1987**

<b>Year</b>	<b>Gift Shops</b>	<b>Hotels</b>	<b>Motels</b>	<b>Resorts</b>	<b>Restaurants</b>
1962	1	7	27	16	8
1967	1	6	28	23	15
1972	3	6	32	22	19
1977	2	5	32	18	21
1981 <sup>1</sup>	8	6	26	22	38
1987	12	8	27	23	46

Source: local telephone directories

<sup>1</sup> 1981 used as 1982 not available

Both communities had a continual increase in listings of gift shops and restaurants, which could be partly attributable to the growth of the population base of the area, as will be discussed later. These businesses had a high growth rate over the period (1 to 12 and 8 to 46 respectively), whereas tourist accommodation establishments increased only marginally in number (50 to 58). This marginal increase is more significant than the numbers indicate however, considering that the average tourist establishment size has virtually doubled over the period. In examining individual community trends, the yellow page listings suggest that more tourism development occurred in Parksville than in Qualicum Beach over the 25 year period (Appendix B). For example, in 1962, Qualicum Beach had more hotels, motels and resorts listed than Parksville (29 versus 24), whereas in 1987, Parksville had more of these than Qualicum Beach (34

versus 24). This concurs with the reversal of their prominence found to occur with regard to tourist accommodation units (Table 2.2).

The yellow page listings help to confirm that there has been tourism growth over the past 25 years or so, especially in Parksville. The 'decline' stage is not as obvious between the early 1960s and early 1970s as was indicated by the previous data, which is possibly because businesses tend to advertise more as demand declines. The 'rejuvenation' period from the mid-1970s or so to the recent years seems to be substantiated by the yellow page listings, although some of the yellow page categories are subject to population fluctuations, and this aspect will be dealt with in conjunction with the retirement industry.

In outlining tourism trends the various data sources selected enhance each other by elaborating upon different aspects of the industry. The data leave little doubt as to a pattern of growth, decline and subsequent regrowth of tourism in the Parksville-Qualicum Beach area up to the 1980s. However, the 1980s is not as clear-cut in terms of establishing any overall trends. While the number of hotels declined slightly during the decade (Table 2.1), the number of accommodation units increased to a peak in the 1985-1986 period (Table 2.2), plus the content analysis and park data show a mixed result in the 1980s (Table 2.3 and Table 2.4). There is also some evidence to suggest that a 'decline' may have occurred recently as several hotels and motels have gone into receivership in recent years, including two large hotels which were closed for a period of time, namely The George Inn (45 units) in Qualicum Beach (The Parksville-Qualicum NEWS, Aug. 19, 1986, 9) and the Island Hall Hotel (100 units) in Parksville (The

Arrowsmith Star, Nov. 12, 1985, 1). Consequently, the number of tourist accommodation units listed in the provincial accommodation guides decreased from 701 in 1985-1986 to 612 in 1987-1988 in Parksville and Qualicum Beach.

Since data on the actual number of visitors are not available, the number of visitor enquiries at the Parksville Tourist Information Centre for the 1982-1987 period provide a surrogate basis for determining whether tourism in the study area has begun another period of 'decline'. Table 2.6 suggests that, apart from the early recession in 1983-1984, the 1980s has been a period of moderate growth. For the Vancouver Island region as a whole, the estimated visitor volume has been relatively stable between 1979 and 1985, although this figure grew by 25% in the Expo year of 1986 (Table 1.2). Visitor data from the Qualicum Beach Tourist Information Centre are not available before 1987, however figures provided by the manager indicate that tourism is up in 1988 compared with the same early period in 1987.

**Table 2.6**

**Annual Visitor Enquiries at the  
Parksville Tourist Information Centre  
1982-1987**

1982	-	23,103
1983	-	22,522
1984	-	17,687
1985	-	23,794
1986	-	24,187
1987	-	26,635

Source: Lou Biggemann, Manager,  
Parksville Tourist Information Centre

In summarizing tourism trends in the Parksville-Qualicum Beach area it is evident that a distinctive pattern has emerged between the two communities. Over the past 30 years the number of hotels and motels in Parksville has remained fairly stable while its tourist accommodation units have more than doubled. In contrast, Qualicum Beach's hotels and motels have diminished to about one-half their number of the 1950s, and the number of units has also decreased slightly. In looking back to the inception of the two communities, Qualicum Beach had been known as the resort destination, and it offered more tourist establishments than Parksville, however its lead has continued to drop steadily so that they now both offer 15 hotels and motels. A reversal has also occurred in tourist accommodation units, with Parksville offering more than Qualicum Beach over the past decade. This illustrates that a resort destination area can exhibit one overall trend (such as 'rejuvenation'), yet different locations within the area can have a contrasting evolutionary pattern (such as 'stagnation'). While the period following the 'decline' phase could almost certainly be called a 'rejuvenation' in Parksville, the 'stagnation' phase seems more appropriate in describing the recent pattern of tourism in Qualicum Beach. Such localized inconsistencies are to be expected in a regional study, as Lundgren found in his study of the Laurentians, where certain ski areas were in decline while others were growing (Lundgren in Murphy, 1983, 97).

The results of this study also support the findings of other researchers who have used Butler's model as a general framework. For instance, Hovinen found that Butler's "assumption of a gradual decline in [the] rate of increase of number of visitors before reaching a peak is not

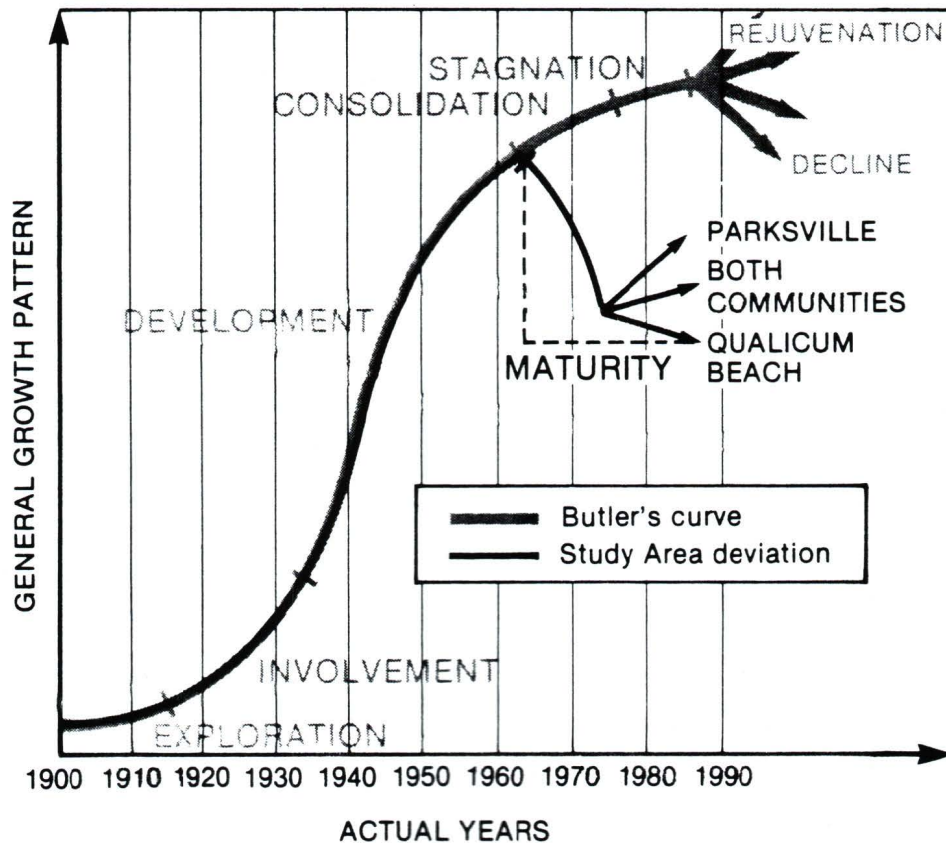
corroborated by evidence in Lancaster County [Pennsylvania]" (Hovinen, 1982, 580). Consequently, he combined the 'consolidation' and 'stagnation' phases into a more general 'mature' period that begins when the rapid growth in number of visitors has ended, and therefore follows the 'development' phase. Such a 'mature' period appropriately describes this study area as a whole because its decrease in tourism activity during the early 1960s was an abrupt and marked change from the rapid growth of the 1950s. Since the mid-1960s the area has experienced mini-cycles of growth and decline, reflecting external factors such as the recession and subsequent economic recovery. This derivation from the model is shown in Figure 2.2, as are the differing evolutionary trends of the two case study communities since the mid-1970s. It is important to note that the curve of Butler's model is not altered by this renaming of the stages, and that the curve in Figure 2.2 representing the study area after the 'development' stage cannot be expected to necessarily occur elsewhere. Furthermore, the 'decline' and 'rejuvenation' stages remain as part of the model to describe changes occurring within the 'mature' phase.

Hovinen's suggestion that the number of stages in Butler's model be reduced makes sense due to the variability in resort evolution patterns that have been found to occur during their well established period. Broadening these later phases would make the model less restrictive and more versatile, and thus better able to accommodate a wider range of tourist areas. It is unlikely that this would make the model too general considering Keller has stated that there is only general agreement on four recognizable stages of tourist development (Keller, 1987, 23). The results of this study support Keller's observation, which means that following the

'development' of the 1950s, the two communities of the study area could quite readily be classified into this 'mature' stage to describe the area as a whole from the mid-1960s to the present, with a 'decline' and subsequent 'rejuvenation' occurring as notable attributes within this stage of 'maturity'.

**Figure 2.2**

**The Curve of Butler's Model Showing the Evolutionary Pattern of Tourism in the Study Area**



## **2.3: Retirement Trends in the Parksville-Qualicum Beach Resort Area**

Both of the following sections outline retirement trends in the case study communities over time. While the first section concentrates on the general trends indicated by a content analysis of local newspapers, the second section focuses on specific trends, including the changing age structure of the two communities as revealed by Census of Canada data, and the number of retirement oriented businesses listed in the yellow pages of local telephone directories. These two sections will provide a starting point in examining where a second leisure industry fits into Butler's model. This is in response to Butler's prediction that retirement would become more prominent when tourism reaches a stage of 'decline'. In addition, retirement trends in the study area will be briefly compared with trends in the tourism industry, which may indicate if there is any relationship between the development patterns of these two industries in small resort communities.

### **2.3.1: Retirement Trends:**

#### **From Imperceptible Function to Industry**

A comprehensive search of the historical literature on Parksville and Qualicum Beach has not revealed precisely when retirement began as a major function in these communities. Several factors can account for this, including the ubiquitous nature of older people in society, the lack of census data on small communities during the early period, and the recency of promotional efforts to attract retirees. The first regular and consistent

record of retirement activity in the study area can be found in local newspapers. The same content analysis procedure and newspaper sample was used for retirement as for tourism, and the words chosen to represent these two industries were similar in that some are oriented toward the development of accommodation facilities especially for their needs. The words chosen to represent retirement industry trends were - **retirement, retiree, retired, seniors, elderly**, (senior oriented) **accommodation, rest home/lodge, extended** (or acute) **care**, and **intermediate care** - plus any proper names or derivatives of these words.

The content analysis revealed a general growth pattern over time in the number of words associated with the retirement industry since 1948 (Table 2.7). Before the mid-1960s there were few references to retirement activity in the study area, whereas the past two decades have been a period of continual rapid growth in the number of references to retirement development. Since these figures partly reflect words associated with the construction of senior oriented housing and health care facilities, it is imperative to note that few of these were built in Canadian small towns until the second half of this century due to the prevalence of extended families and a shorter life expectancy in the earlier period. Furthermore, it was after women began to join the labor force in large numbers that institutional care for the aged became an accepted norm (Hall, May 4, 1988). With this in mind, the content of the newspaper articles dealing with retirement trends will help to establish the accuracy of Butler's model in predicting the evolutionary pattern of retirement.

**Table 2.7**

**Retirement Development in Parksville, Qualicum Beach and Area  
as Indicated by a  
Content Analysis of Local Newspapers  
1948-1987**

<b>Years</b>	<b>Parksville</b>	<b>Qualicum Beach</b>	<b>Area</b>	<b>Total</b>
1948-9	0	0	0	0
1950-1	0	0	3	3
1952-3	0	0	3	3
1954-5	0	1	0	1
1956-7	1	2	2	5
1958-9	0	0	0	0
1960-1	0	0	1	1
1962-3	0	1	0	1
1964-5	0	0	0	0
1966-7	6	0	0	6
1968-9	0	0	12	12
1970-1	10	2	10	22
1972-3	1	0	9	10
1974-5	2	3	1	6
1976-7	2	0	3	5
1978-9	33	0	9	42
1980-1	0	0	0	0
1982-3	0	0	9	9
1984-5	7	1	4	12
1986-7	0	3	7	10
<b>Total</b>	<b>62</b>	<b>13</b>	<b>73</b>	<b>148</b>

Source: The Parksville-Qualicum Beach Progress. 1948-1979

The Arrowsmith Star. 1980-1987

The few references to retirement activity in the 1950s referred to people who moved to the area when they retired, which indicates that the area was attractive to retirees during this period. By the mid-1960s the Kingsley Manor seniors' housing project was built in Parksville, and by the early 1970s Arrowsmith Lodge (58 beds) was built in the same community. Both of these developments show up in the Table 2.7 figures, as does the Kiwanis Village (20 units) that opened in the mid-1970s in Qualicum Beach. Just north of Qualicum Beach, Arranglen Lodge expanded from 29 to 86

beds between the mid-1970s and the present (Mike Jiggins Interview, Aug. 1987). The completion of Trillium Lodge in Parksville in 1980 is the major reason why the 1978-1979 period in Table 2.7 has the highest number of words associated with the retirement industry (42). Its 108 bed capacity illustrates an expanding need for seniors' housing and health care facilities in the area by the 1980s. Since infrastructure developed specifically for seniors can be regarded as an indicator of retirement industry trends, it is noteworthy that a rapid expansion of seniors' housing and health care facilities has occurred in the area over the past 20 years.

Generally speaking, most of the seniors' accommodation in the area has been built in Parksville, with very little corresponding development in Qualicum Beach. This does not mean that Qualicum Beach has not been as successful in attracting older people however, as Parksville's facilities cater to the needs of the entire district. More than one-half of the words associated with retirement development (73 out of 148) referred to the 'Area' as a whole. This suggests that central Vancouver Island and perhaps the island as a whole may be generally conducive to attracting retirees, rather than any particular community. For instance, "it has been indicated that Victoria became the foremost Canadian city as a place of residence for the elderly by 1931 and that since that time its lead over other cities in this respect has widened" (Forward, 1984, 119).

In examining the mobility patterns of retirees in Canada, it has been discovered that the 55-64 age group shows a greater tendency to move than those over 65, who tend to be non-movers (Hodge, 1987, 29). Considering this tendency, it would therefore take most migrants 20 years or more to

reach the stage of requiring the care provided by a community care facility, as the average age of nursing home residents in British Columbia is 87 years, and their institutional stay tends to be rather brief (Hall, May 4, 1988). Some of these institutionalized elderly would no doubt be 'old timers', but considering that a sizeable portion would likely have been in-migrants while they were in their more mobile years, the retirement function of Parksville and Qualicum Beach appears to have been well underway by the 1950s, which supports an observation in Forrester's thesis (Forrester, 1966, 42).

Another point to consider is that institutional care facilities for seniors are usually built only after there is an immediate demand for them, indicating a time lag between local retirement industry growth and the construction of special facilities for their needs later in life. In contrast, tourism accommodation is often built with the hope of attracting a sufficient clientele to make a profit. Although the two industries may have slightly differing characteristics in this respect, Table 2.7 leaves little doubt as to the continued growth of the retirement industry in the study area over the past 40 years. The content analysis suggests that one long and continuing period of growth has occurred from the 1950s (or perhaps earlier) to the present. The overall population base of the Parksville-Qualicum Beach area has also increased in size over the past several decades, which would account for some of the growth in facilities for seniors. In order to take this into consideration, the next section will discuss the changing proportion of older people in the study area in conjunction with the specific number of local businesses associated with retirement activity.

### **2.3.2: Trends in Age Structure and Retirement Oriented Businesses**

While the last section outlined retirement trends from a general point of view, this section examines specific components of the industry which will provide a more in-depth and detailed analysis of retirement evolution in the study area. This section begins by outlining the age structure of the local population from 1951-1986 using Census of Canada data published by Statistics Canada. The trends in businesses deemed likely to be associated with the retirement industry will then be examined using the same sample of yellow pages used to indicate tourism trends. The section concludes by comparing the number of retirement oriented businesses with changes in the population base of the study area to determine if this sector has changed in proportion to the total population and/or age structure of Parksville and Qualicum Beach over the past 25 years or so.

It is of importance to determine if there has been a change in the number and proportion of older people living in the Parksville-Qualicum Beach resort area, as this should reveal the extent that this area has been able to attract retirees throughout the years. In order to place the local situation into perspective the local data will be compared with provincial and national figures, and it will be revealed if the age distribution of people in the study area is distinctly different from other small towns in British Columbia. The 55-64 age group was included in this analysis due to this group now being regarded as an indicator of retirement (Hodge, 1988, 9).

This is because a high proportion of residents in this age group "implies that the young retired group also is larger" (Forward, 1984, 120).

It can be determined from Table 2.8 that the total population of Parksville has increased by about 650% between 1951 and 1986 and from Table 2.9 that the total population of Qualicum Beach has increased by about 450% over the same period. In contrast, it can be calculated that the number of Parksville residents aged 55 and over has grown by roughly 1,300% and that Qualicum Beach's residents in this age category have increased by approximately 800% over this 35 year period. The growth rate of those aged 55 and over has therefore been about twice as high as the overall population growth rate, which has also been considerable, especially over the past two decades or so.

Table 2.10 and Table 2.11 illustrate the changing proportion of older residents in Parksville and Qualicum Beach respectively. The cumulative totals show that those aged 55 and over and those 65 and over have generally increased in proportion over time, and that the most significant percentage increase occurred between 1951 and 1961. These data confirm what the earlier data have suggested; that the recent construction of housing and medical institutions for elderly residents followed the high growth phase of retiree migration by several decades. Although their actual numbers were still quite small during the earlier period, the rapid increase in proportion at that time adds credibility to the belief that the 1950s was a decade of development in the local retirement industry. These two tables also

Table 2.8

**Population of Selected Age Groups  
and Total Population:  
Parksville 1951-1986**

<b>Year</b>	<b>Age 55-64</b>	<b>Age 65-69</b>	<b>Age 70 and Over</b>	<b>Total Population</b>	<b>Change in Percent 55 and Over</b>	<b>Change in Percent Total Pop.</b>
1951	73	45	58	882	-	-
1956 <sup>1</sup>	-	-	-	1,112	-	26.1
1961	120	77	159	1,183	102.3	6.4
1966	173	100	196	1,426	31.7	20.5
1971	295	170	350	2,170	73.7	52.2
1976	425	215	495	3,185	39.3	46.8
1981	660	375	690	5,215	52.0	63.7
1986 <sup>2</sup>	760	890	600	5,828	30.4	11.8

Source: Census of Canada

<sup>1</sup> age data not available for 1956

<sup>2</sup> age categories changed in 1986 census to 65-74 and to 75 and over

Table 2.9

**Population of Selected Age Groups  
and Total Population:  
Qualicum Beach 1951-1986**

<b>Year</b>	<b>Age 55-64</b>	<b>Age 65-69</b>	<b>Age 70 and Over</b>	<b>Total Population</b>	<b>Change in Percent 55 and Over</b>	<b>Change in Percent Total Pop.</b>
1951	82	40	55	771	-	-
1956 <sup>1</sup>	-	-	-	726	-	-5.8
1961	90	42	107	759	35.0	4.5
1966	136	58	104	855	24.7	12.6
1971	190	95	140	1,245	42.6	45.6
1976	330	125	190	1,725	51.8	38.6
1981	520	275	275	2,845	65.9	64.9
1986 <sup>2</sup>	570	645	215	3,410	33.6	19.9

Source: Census of Canada

<sup>1</sup> age data not available for 1956

<sup>2</sup> age categories changed in 1986 census to 65-74 and to 75 and over

Table 2.10

**Proportion of Population  
in Selected Age Groups:  
Parksville 1951-1986**

Year	Percent 55-64	Percent 65-69	Percent 70 and Over	Cumulative Totals	
				Percent 55 and Over	Percent 65 and Over
1951	8.28	5.10	6.58	19.95	11.68
1956 <sup>1</sup>	-	-	-	-	-
1961	10.14	6.51	13.44	30.09	19.95
1966	12.13	7.01	13.74	32.89	20.76
1971	13.59	7.83	16.13	37.56	23.96
1976	13.34	6.75	15.54	35.64	22.29
1981	12.66	7.19	13.23	33.08	20.42
1986 <sup>2</sup>	13.04	N/A	N/A	38.61	25.57

Source: Census of Canada

<sup>1</sup> data not available for 1956

<sup>2</sup> age categories changed in 1986 to 65-74 and to 75 and over

Table 2.11

**Proportion of Population  
in Selected Age Groups:  
Qualicum Beach 1951-1986**

Year	Percent 55-64	Percent 65-69	Percent 70 and Over	Cumulative Totals	
				Percent 55 and Over	Percent 65 and Over
1951	10.64	5.19	7.13	22.96	12.32
1956 <sup>1</sup>	-	-	-	-	-
1961	11.86	5.53	14.10	31.49	19.63
1966	15.91	6.78	12.16	34.85	18.95
1971	15.26	7.63	11.24	34.14	18.88
1976	19.13	7.25	11.01	37.39	18.26
1981	18.28	9.67	9.67	37.61	19.33
1986 <sup>2</sup>	16.72	N/A	N/A	41.94	25.22

Source: Census of Canada

<sup>1</sup> data not available for 1956

<sup>2</sup> age categories changed in 1986 to 65-74 and to 75 and over

illustrate that the first half of the 1980s was a period of high growth in the retirement orientation of Parksville and Qualicum Beach.

In continuing to compare the 1951 and 1961 census years in Table 2.10 and Table 2.11, it can be seen that while there was an increased proportion of residents aged 55-64 in the two communities, the percentage aged 70 and over increased the most over the period. Because those of pensionable age tend to change communities infrequently (Hodge, 1987, 26), it can be inferred that this group had moved to the Parksville-Qualicum Beach area prior to the 1950s, possibly as retirees. The proportion of those aged 70 and over decreased somewhat between some census periods, which was almost certainly due to the high population growth rate of this area combined with the tendency of this age group not to migrate. Since the institutional care facilities for the aged have been located primarily in Parksville, this relative decline is more noticeable in the Qualicum Beach figures.

The proportion of older residents has generally increased with time, but it has not been established whether or not the Parksville-Qualicum Beach area has a significantly higher proportion than the province and the nation as a whole, and if so, if this has been the case over an extended period. The comparison of local and regional data can help to establish when the area developed a distinctive age profile from these larger regions. In comparing 1951 and 1961, the percentage of Canadians aged 65 and over fell marginally from 7.7% to 7.6%, and in British Columbia this proportion fell slightly from 10.8% to 10.2% (Statistics Canada, Sept., 1987a, 1 and 11).

In contrast, those in the same age group in the study area increased from about 12% to 20% of the total population over this period (Table 2.10 and Table 2.11). While the study area had only a slightly higher proportion of older residents than the province in 1951, its lead had grown to a significant amount by 1961, which underscores the importance of the growth of the retirement function in Parksville and Qualicum Beach during the 1950s. In examining data from the 1986 Census of Canada, it can be determined that 10.66% of the nation's population were aged 65 and over, and 12.12% of British Columbia's population were of pensionable age at that time (*Ibid.*, 1 and 11). Since over 25% of the residents in the case study area were in this age group in 1986 (Table 2.10 and Table 2.11), Parksville and Qualicum Beach continued to surpass the national and provincial figures by about 100%.

The proportion of seniors in the case study communities can also be compared with other British Columbia towns of similar size in order to establish whether or not their age structure is distinctive. Table 2.12 lists the communities in the province that had a similar population base to the case study communities in 1981 and 1986. It can be seen that the proportion of pensioners in Parksville and Qualicum Beach greatly surpassed most other centres in both census years. Hodge estimated that the typical Canadian small town of between 1,000 and 10,000 population had 12.5% of its residents in the 65 and over age category in 1981 (Hodge, May 4, 1988). The proportion in the study area was considerably higher than this average figure because, along with Victoria and the Okanagan region, the Parksville-Qualicum Beach area is considered to be a prime potential

residential location by many migrating retirees in western Canada (Hall, May 4, 1988).

Table 2.12  
Total Population and Percentage Aged 65 and Over:  
British Columbia Towns 1981 and 1986<sup>1</sup>

Small Town	1981		1986	
	Total Population	Percentage Over Age 65	Total Population	Percentage Over Age 65
Creston	4,195	20.26	4,098	30.38
<b>Parksville</b>	<b>5,215</b>	<b>20.42</b>	<b>5,828</b>	<b>25.57</b>
<b>Qualicum Beach</b>	<b>2,845</b>	<b>19.33</b>	<b>3,410</b>	<b>25.22</b>
Duncan	4,230	21.04	4,039	24.63
Grand Forks	3,485	17.93	3,282	21.94
Armstrong	2,685	18.44	2,706	19.59
Ladysmith	4,560	14.47	4,393	17.98
Gibsons	2,595	16.00	2,675	16.82
Hope	3,205	11.23	3,046	13.62
Princeton	3,050	10.98	2,910	12.20
Rossland	3,965	10.09	3,742	11.95
Fernie	5,450	8.07	5,188	9.16
Merritt	6,105	7.04	6,180	8.58
Golden	3,475	5.90	3,584	7.40
Revelstoke	5,545	7.39	8,279	7.07
Smithers	4,570	6.02	4,713	6.47
Chetwynd	2,555	2.15	2,774	1.80
Fort Nelson	3,725	1.21	3,729	1.34

<sup>1</sup> towns with 2,500 to 6,500 population in 1981 were selected  
communities listed by proportion of the population aged 65 and over in 1986

Source: Census of Canada

Parksville and Qualicum Beach have had distinctive age profiles from the rest of the nation since census data on this demographic characteristic became available for small communities in 1951. They were also found to have a larger proportion of older residents than most other communities of their size in the province. Even so, these are not retirement communities in the strictest sense because they have not been planned as age restricted settlements from their inception. They can be considered

retirement centres though when using Karn's definition. Karn considered that a retirement town is one which has 20% or more of its population of pensionable age (Karn, 1977, 21). In using this criterion, Table 2.10 and Table 2.11 identify Parksville and Qualicum Beach as retirement centres by about the 1961 census year (when using the age of 65 as an estimation of pensionable age). If this was the case, the local yellow page listings may reveal a large number of retirement oriented businesses since 1962 (when they became available), and perhaps also a growth trend over time.

The businesses chosen from the yellow page listings to indicate retirement industry trends were - **dentists, physicians and surgeons, real estate companies, rest homes, and restaurants**. These were selected as it was felt that they represent the lifestyle patterns of retirees, while remaining within the parameters of consistent yellow page business categories. It is recognized that yellow page listings are not an exact reflection of trends, as the number of firms advertising depends to some extent on their propensity to promote their goods and services in telephone directories. Since it is believed that older people utilize medical services to a greater extent than those in the younger age groups (Lemon, 1973, 260), two categories of this profession were chosen. The prevalence of an aging population may also lead to a high turnover of real estate, as they change their place of residence within the community to adjust to declining amounts of independence. Restaurants were chosen to represent retirement trends as well as tourism activity because both retirees and tourists have leisure oriented lifestyles and disposable income to enjoy this pastime.

Table 2.13 illustrates changes in the listings of businesses associated with the retirement industry for the study area as a whole, while Appendix B lists these for each community. It can be seen that the number of rest homes in the area has increased from none in 1962 to three in 1987. Arranglen Lodge was listed as being in Qualicum Beach in the yellow pages, so it was listed as such here, although strictly speaking, it is not located within the town's boundaries. This continuing care facility and the other two in Parksville serve the residents of the immediate area, and their increased number can be directly attributed to a growing elderly component in the local population, as well as an increased acceptance of institutional living.

**Table 2.13**

**Yellow Page Listings of  
Selected Businesses to Indicate Retirement Trends in  
Parksville and Qualicum Beach  
1962-1987**

<b>Year</b>	<b>Dentists</b>	<b>Physicians and Surgeons</b>	<b>Real Estate</b>	<b>Rest Homes</b>	<b>Restaurants</b>
1962	2	5	5	0	8
1967	3	4	6	1	15
1972	3	4	11	2	19
1977	8	9	10	2	21
1981 <sup>1</sup>	9	12	21	3	38
1987	9	19	7	3	46

Source: local telephone directories

<sup>1</sup> 1981 used as 1982 not available

The other categories will be directly compared to changes in the total population to determine if their prominence has increased over the years, as has the proportion of older residents. It is assumed that, all other things being equal, the proportion of establishments should increase

proportionally to the total population, unless some structural change occurs, such as increased retirement activity. Census data for 1961 and 1986 will be compared with yellow page listings for 1962 and 1987 (the closest years available). The population of Parksville and Qualicum Beach increased approximately fivefold between 1961 and 1986 (Table 2.8 and Table 2.9), while the number of dentists and the number of physicians and surgeons also increased by roughly this amount (from 2 to 9 and from 5 to 19 respectively). This comes as no great surprise considering that all age groups utilize medical services and that the retirement industry was already well established by 1962.

The number of real estate firms advertising shows a different trend than the other businesses. With a particularly rapid growth from 10 to 21 between 1977 and 1981, and a drop to 7 in 1987, their number appears to be tied to the general economic situation and to local competitive forces as much as population growth and structure. Restaurants grew from 8 to 46 in number over the period, and this sixfold increase just slightly surpassed the fivefold increase in population over virtually the same period between censuses. The growth trend of restaurants may be attributed to the growth of leisure industries such as tourism and retirement, and possibly also to an increase in disposable income and a change in attitude toward dining out. Most of the expansion of restaurants in the area can be attributed to their growth in Parksville over the 25 year period (from 6 to 29 - Appendix B). Since Parksville is situated at the junction of two of Vancouver Island's busiest highways, this might have explained why its restaurants greatly outnumber those in Qualicum Beach (29 versus 17), but both communities actually offer about one restaurant for every 200 of their residents.

Although the yellow page listings have generally been an inconclusive indicator of tourism and retirement trends in the study area, this data source has been included in the analysis to serve as a guide for future studies of resort evolution. It is important for researchers in the future to recognize that the use of yellow page listings has certain limitations arising from the lack of suitable categories to accurately reveal evolutionary trends. This is particularly true for small communities as their yellow pages have a more limited scope of business categories than can be found in larger centres, and also for the retirement sector, as its need for services often reflects the general community.

Central place theory was considered as an additional method of identifying trends associated with the tourism and retirement functions of the study area. However, most of the studies dealing with central place theory have examined the functional structure of American Midwest towns as they were about 30 years ago (Yeates and Garner, 1971, 160). The economic structure of the study area is likely to differ in many respects from typical prairie service centres of similar size several decades ago, so it was decided to avoid using this theory. Since the tourist accommodation guides and census data on age distribution are considered accurate measures of general tourism and retirement trends, data sources such as the yellow pages should be regarded as supplementary to these more valid indicators.

## **2.4: Summary of Evolutionary Trends in the Study Area**

In examining tourism trends, the study area followed the early stages of Butler's model quite well up to the early 1960s, however a 'decline' quickly replaced a period of quite rapid 'development', which means that the study area bypassed the 'consolidation' and 'stagnation' stages of the model. Deviances from the model such as this are to be expected, and Butler himself recognized this when he stated that "the shape of the curve must be expected to vary for different areas" (Butler, 1980, 11). Another complicating factor in using the model to indicate trends is a difficulty in determining a tourist area's position in its cycle, as the stages are not always distinctive (Haywood, 1986, 36). This has been the case in the study area since the 'decline' phase of the 1960s, because while the study area as a whole has exhibited a 'rejuvenation' trend, mainly because of growth in Parksville's accommodation and visitor levels, Qualicum Beach appears to have followed a pattern that could be more appropriately described as 'stagnation'.

The Parksville-Qualicum Beach resort area epitomizes the struggle of resort areas that has been outlined by previous authors (Haywood, 1986, 154; Scherzer and Tyler, 1985, 1; Stansfield, 1978, 239). The cyclical nature of tourism in the study area has been offset to some extent by the strong and continuing development of the retirement function, which seems to have been less vulnerable to economic fluctuations than tourism. Furthermore, this growth has occurred in conjunction with the worldwide growth in the number of retirees, and appears to have taken place irrespective and independent of any changes in tourism activity. While Butler had

suggested that retirement may become more prevalent at a time when tourism is in the 'decline' stage, this has not been the case in Parksville and Qualicum Beach as the proportion of their residents aged 65 and over actually declined marginally during part of the period of tourism 'decline' in the 1960s (Table 2.10 and Table 2.11). Moreover, the period of greatest proportional increase was during the 1950s when tourism was also in a stage of 'development'.

The area continues to be a popular place for retirees to live, and considering their growing worldwide significance, this region of Vancouver Island will likely continue to be a net receiving area for relatively large numbers of older in-migrants because of the amenities, recreational activities and environmental attractions that it provides for this group. It seems that wherever tourists go, retirees are apt to follow, and this may eventually lead to a widespread recognition that some resort communities should consider developing a wider range of accommodation, activities and attractions in order to satisfy the needs of a growing retiree component.

Some high amenity small resort communities, such as Parksville, have had the foresight to aim their planning strategies directly at both the tourism and retirement markets in an effort to stimulate economic development and benefit from both activities. To this end, Parksville's community goal, as stated in its latest Official Community Plan, is "to guide the development of Parksville's resources in ways that enhance its role as a tourist destination and retirement area, commercial and residential community, while respecting the area's natural and cultural

aspects" (City of Parksville, 1987, 8). As a response to strategies such as this, the next chapter will assess the perceived degree of functional compatibility between the two coexisting functions of tourism and retirement in the Parksville-Qualicum Beach resort area.

## **CHAPTER 3**

### **AN ASSESSMENT OF TOURISM AND RETIREMENT AS PLANNING OPTIONS IN THE PARKSVILLE-QUALICUM BEACH AREA**

The previous chapter established that tourism and retirement have both become important industries in Parksville and Qualicum Beach. Considering this, it is relevant to examine the current situation and future prospects with regard to combining these two industries so that strategies can be formulated that are compatible with the aspirations of local residents. It was decided that this task would be accomplished most effectively by conducting a survey of local community leaders. The perceptions of this group of community representatives should provide insight into the potential problems and benefits that can occur as resort areas adjust to a growing retiree component. An awareness of the consequences of combining the tourism and retirement functions can lead to the formulation of policies that will help to take advantage of the synergistic potential resulting from their coexistence, while avoiding the negative aspects. In addition to this practical application, their perceptions can assist in the development of academic theory by indicating the direction that tourism and retirement industry evolution may take in the future.

This chapter begins by explaining the sampling process and the survey design used to find out how this group felt about the tourism and retirement industries and how successfully they coexist in their community. Rather than going through the questions in the order they

were asked, the analysis was divided into two sections, with the first outlining the present situation and the second focusing on the future prospects of tourism and retirement industry co-development. Each of the sections begins by revealing some general perceptions and preferences within the community leader sample, then examines their feelings about the tourism and retirement industries individually, and concludes by assessing how the group felt about combining them.

The survey responses were analyzed descriptively rather than statistically as the data are generally amenable to being expressed as a spectrum of perceptions in tables, and are more qualitative than quantitative in nature. Chi-square tests were considered in order to examine some of the responses where differences appeared between the two centres or survey subgroups. However, the sample did not meet the cell count requirements for this test, even after combining the various frequency counts (Siegel, 1956, 81). This was not considered a major drawback though, as the prime intent of this study was to identify areas of consensus and compatibility rather than [seek out statistically significant differences in group responses.] Any notable differences will be commented upon as they emerge, and it is perhaps best that this is done descriptively, as the survey subgroups are not entirely mutually exclusive.

In order to examine these industries and the relationships between them from a community perspective, 50 structured interviews were conducted with local community leaders. **Community leaders** can be defined as those few individuals who make decisions that affect the lives of a relatively large number in the community (Lasseby and Fernandez, 1976,

300). Representatives of this group were selected because it was felt that they would be well informed about local situations and development options in terms of their potential opportunities and drawbacks. As a result, it can be expected that their perceptions and opinions would yield significant insight into the appropriateness of various planning options. It must be noted however, that since this group does not comprise a representative cross-section of the general public, the sentiments of residents may differ from the survey group in some respects. For instance, [differences in perceptions and attitudes toward local tourism development have been found to occur between decision makers and residents in a study conducted by Murphy (Murphy, 1983, 11).]

Interviews were chosen as the data gathering technique to assure a high response rate (Gardner, 1976, 79), which was quite important considering that there are relatively few community leaders; as well as to facilitate adequate feedback on questions with open-ended responses (Dixon and Leach, n.y., 12). Furthermore, due to the long length of the survey, this helped to assure completed surveys, in addition to allowing details to be recorded which can supplement the direct responses to questions. A structured format was decided upon, as this enabled the consistent recording of responses, which is a key aspect in yielding a reliable and valid result.

### **3.1: Sampling and Survey Design**

The sample, as Table 3.1 shows, consisted of three subgroups in each community - including politicians, business leaders, and members of

special interest groups. The sample was arrived at by reading recent local newspapers and consulting with local administrators, then developing a list of people to represent a good cross-section of occupations and interests within their communities. The same number in each group was selected from each community in this quota sampling approach so that some direct comparisons and contrasts could be made between the two communities when that seemed worthwhile. The **politician** group was defined as those local government representatives who were recently elected to represent the general public. Therefore, this sample consisted of the present town councils, plus several past council members who have served for more than one term (Appendix C). The definition of local **business leaders** was not as clear-cut, although in the context of this survey, this group generally consisted of those individuals who have a well established reputation in the local business scene, even though some did not currently own or run large businesses. An attempt was made to select a representative cross-section in this group, as indicated by the variety of occupations listed in Appendix C. Another aim of the sampling in the business leader category was to avoid too much overlap with the politicians' business interests (Appendix C).

**Table 3.1**

**Community Leader Sample**  
(Size and Distribution)

<b>Subgroup</b>	<b>Parksville</b>	<b>Qualicum Beach</b>
Politicians	8	8
Business Leaders	9	9
Special Interest Groups	8	8
<b>Total Sample Size</b>	<b>25</b>	<b>25</b>

To provide a diversity of viewpoints for this study, members of special interest groups were also interviewed. The **special interest group** members could be regarded as those individuals who are the 'informal leaders' in the local scene, as these people represent the interests of various sectors of the general public, and are willing to commit time and effort to influence the opinions of others, including the elected decision makers. The inclusion of this category of 'activists' was to provide a perspective which could possibly be less progressive in nature than the other two groups, which could act as a counterbalance to any strongly pro-development opinions that might be expressed by either the politicians or business leaders. A perusal of local newspapers over the past two years or so revealed which special interest groups were the most active and relevant in local decision making during the recent past. The individuals chosen to be interviewed were usually the leaders of the organizations they were representing. These 'informal community leaders' included people with an interest in heritage and ecological preservation, in addition to people who represented seniors' organizations, health planning committees, community services, as well as residents' associations (Appendix C).

A copy of the survey instrument appears as Appendix D. Its format consisted of a mixture of open and closed questions within a four part survey. The interview situation began with a series of open-ended general questions on preferred community development options (Part A), without revealing the tourism-retirement focus of the interview. This was followed by sections on these industries which were interchangeable. If the respondent considered tourism to be the community's major economic activity in Question 2, the retirement section was proceeded through first,

and vice versa. This strategy may have helped to reduce bias that can result from the survey question order. The interview situation concluded with specific questions on the compatibility of the two industries (Part D). This key section was left until the conclusion of the interviews to give the respondents an opportunity to consider the pros and cons of each industry individually before deciding how successfully they can be combined.

### **3.2: Survey Results: The Present Perspective**

#### **3.2.1: General Questions**

The survey began by asking the respondents about the qualities that they valued the most about their community. The responses to this question provide valuable insight into what attributes the group felt to be important in their community, which will later be compared with what they believe their community has to offer tourists and retirees (although some were retirees themselves). The responses to this question are summarized in Table 3.2. As in the tables which follow, these are abbreviated and listed according to survey subgroup. Table 3.2 lists the responses by using generic topics, some of which have been used in past studies (Burby and Weiss, *et al.*, 1976). For a detailed listing of the responses to this question and all open-ended questions, refer to Appendix E. In the context of this survey a response was considered 'environmental' if attributes relating to the physical surroundings were mentioned, such as a good climate or the lack of pollution. The 'social' category was used when opportunities to socialize with others were mentioned. When it was suggested that something was visually pleasing, this was categorized as an 'aesthetic'

quality. An activity that refreshes and entertains, such as a sport, was referred to as 'recreational'. The category of 'economic' was used whenever monetary or materialistic attributes were listed. Table 3.2 shows that environmental attributes clearly dominated the qualities of the communities which were the most valued by the respondents of all the survey subgroups.

**Table 3.2**

Responses to Question 1:  
What are the qualities that you value the most about this community?

	Pol.	Bus.	S. I.	PV	QB	Total
Environmental	31	25	21	36	41	77
Social	6	10	12	15	13	28
Aesthetic	8	9	7	9	15	24
Recreational	3	7	6	6	10	16
Economic	1	4	0	3	2	5
Other	16	14	10	17	23	40
<b>Total</b>	<b>65</b>	<b>69</b>	<b>56</b>	<b>86</b>	<b>104</b>	<b>190</b>

To be more specific, the most frequent answers to this question were - the favorable climate, small town atmosphere, natural beauty of the area, and its central location (Appendix E). This suggests that the perceptions of the survey group are a reasonably accurate reflection of citizens' feelings, as these responses were the same as the top four answers to a similar question in a survey conducted of Qualicum Beach residents a few years ago (Qualicum Beach Quality of Life Survey, Feb. 26, 1982, 1). The friendliness of the people and the seaside ambience were also rated highly by the community leaders in this study as attributes that both communities offer. The Qualicum Beach group mentioned more qualities that they valued than the Parksville respondents (104 versus 86), indicating that the

former were either more satisfied with their community than the latter, or that they were more aware of what their community has to offer.

One survey question in particular ties in with the theme of the previous chapter which examined the evolution of tourism and retirement in the case study communities. The first part of the question asked the group if they felt that either tourism or retirement has become more prominent in their community in recent years. Table 3.3 shows that 88% of the group said yes. This group of 44 respondents was then asked which of the two industries they felt has become more prominent now than in the past. One-half of these 44 stated that only retirement had become more prominent, while only 7% said tourism (Table 3.4). A higher proportion of the Qualicum Beach representatives felt that only retirement had become more prominent, which is consistent with the Chapter 2 finding that tourism growth has been less apparent in Qualicum Beach than in Parksville in recent years. This is further reinforced when it is considered that almost twice as many Parksville respondents compared to Qualicum Beach representatives felt that both had become more prominent in the recent past (12 versus 7).

**Table 3.3**

Responses to Question 31A:

Do you feel that either the tourism or retirement industry has become more prominent in this community in recent years?

	Pol.	Bus.	S. I.	PV	QB	Total
Yes	13	17	14	23	21	44
No	3	1	0	2	2	4
Not Sure	0	0	2	0	2	2

**Table 3.4**

Responses to Question 31B:  
If YES, then which industry do you feel is more prominent now than in the past?

	Pol.	Bus.	S. I.	PV	QB	Total
Tourism	1	0	2	2	1	3
Retirement	4	11	7	9	13	22
Both	8	6	5	12	7	19
Not Applicable	3	1	2	2	4	6

Before revealing the focus of the interview session each respondent was asked what they felt to be the major economic activity in their community. The answers were as might be expected, considering the industry evolutionary trends revealed in the previous chapter. A total of 54% of the respondents stated 'tourism', 22% stated 'retirement', 4% said these two industries were tied (Table 3.5), and the remaining 20% had a variety of responses (Appendix E). Both communities answered similarly to this question, although the politicians seemed to be more aware of the importance of local retirement activity than the other two subgroups. Retirement may have received relatively low recognition because it was not perceived as an 'industry' by several members of the group (as they indicated further along in the interview), yet the phrasing of the question avoided the use of the word 'industry' to minimize any bias toward tourism or any other activity commonly perceived as an industry.

Previous to discussing each industry individually, the group was asked to list the current issues they felt to be the most important in their community, in order to see if any issues relating to tourism and retirement

**Table 3.5**

Responses to Question 2:  
 What do you feel is the major economic activity in this community?

	Pol.	Bus.	S. L.	PV	QB	Total
Tourism	5	11	11	15	12	27
Retirement	8	2	1	6	5	11
Both	1	1	0	0	2	2
Other	2	4	4	4	6	10

were on their minds. The results indicate that the residents of Qualicum Beach were more satisfied with their community than those from Parksville, as the Parksville group listed more 'issues' (53) than those from Qualicum Beach (43), with some representatives of the latter community not listing any issues at all (Table 3.6). Controlling expansion was seen as a major issue in Qualicum Beach (8 responses); whereas in Parksville it was aesthetic improvement (11 responses). These replies also suggest that the Qualicum Beach group was more status quo oriented than the Parksville group. Qualicum Beach has not had any major growth in its tourism infrastructure recently, so none of its residents mentioned tourism expansion as an issue. Parksville on the other hand, has had some recent hotel and restaurant expansion, such as the construction of the Bayside Inn, and accordingly, tourism expansion was on the minds of four respondents from there who wanted tourism marketing increased (Appendix E).

**Table 3.6**

Responses to Question 4:  
What do you see as the most important issues facing this community today?

	Pol.	Bus.	S. I.	PV	QB	Total
Effective Planning	3	8	4	9	6	15
Aesthetics	7	4	1	11	1	12
Economic	6	5	1	8	4	12
Controlling Expansion	4	2	5	3	8	11
Social Needs	3	2	3	2	6	8
Health Needs	3	3	2	3	5	8
Better Services	6	0	2	4	4	8
Increased Recreation	1	2	1	2	3	5
Expanding Tourism	0	1	3	4	0	4
Needs of Seniors	2	1	0	1	2	3
Other	4	2	4	6	4	10
<b>Total</b>	<b>39</b>	<b>30</b>	<b>26</b>	<b>53</b>	<b>43</b>	<b>96</b>
None Listed	0	2	1	0	3	3

### 3.2.2: Tourism in the Present

In order to indicate how well the group felt that the needs of tourists coming to their community were being met the group was asked about this in a closed question (Table 3.7). Note that the percentage of responses for the 'Total' cells in the tables for closed questions can be obtained by multiplying the numbers by two as the sample size is 50. One-half of the respondents felt that tourists' needs were being met inadequately. Although both community groups responded similarly, one-half of the politicians felt they were adequate, whereas 14 out of the 18 business leaders stated that they were inadequate, which is quite a contrast. The members of the special interest groups had a more mixed reaction to this first question on tourism.

**Table 3.7**

Responses to Question 15:  
To what extent do you feel that the needs  
of tourists coming to this community are being met?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Adequately	0	0	2	1	1	2
Adequately	8	2	5	7	8	15
Neutral	4	0	1	2	3	5
Inadequately	4	14	7	13	12	25
Very Inadequately	0	1	1	2	0	2
Not Sure	0	1	0	0	1	1

The survey group was asked what they felt were the benefits and/or drawbacks to having tourism as an industry in their community. Economic factors dominated the benefits that the group listed (Table 3.8), which included increased employment opportunities and a stronger tax base (Appendix E). These results correspond very closely with the perceptions and preferences found in Murphy's study of decision making groups in three British cities, where these same economic factors dominated the benefits listed by the respondents (Murphy in Hawkins, *et al.*, 1980, 357). Similarly, a recent study of residents' attitudes toward tourism in Central Florida found that the major positive impacts of tourism were mostly economic, with employment opportunities, a higher standard of living, more tax revenue, and a better quality of life topping the list (Milman and Pizam, 1988, 203). One perceived social benefit (12 responses) was that the tourists may decide to become permanent residents (Appendix E), which ties their presence into the eventual growth of the retirement sector in the local economy. This shows that at least one-quarter of the group recognized that there is a connection between tourism and eventual community population growth, and it is encouraging that the group perceived this as a positive aspect of tourism. It is possible that this rather

high figure could have been prompted by earlier questions however, because most interviewees answered the series of retirement questions first, as they had stated that tourism was the major industry in their community. Additional recreational facilities were also viewed as a positive aspect of the tourism industry (Appendix E).

**Table 3.8**

Responses to Question 17:  
What do you feel are the benefits and/or drawbacks  
to having tourism as an industry in this community?  
**BENEFITS:**

	Pol.	Bus.	S. I.	PV	QB	Total
Stronger Economy in Community	17	19	16	29	23	52
Better Social Environment	5	8	4	8	9	17
More Services and Facilities	2	9	4	6	9	15
Better Physical Environment	2	3	1	2	4	6
Better Community Aesthetics	3	2	1	4	2	6
Other	1	2	0	0	3	3
<b>Total</b>	<b>30</b>	<b>43</b>	<b>26</b>	<b>49</b>	<b>50</b>	<b>99</b>
None Listed	0	1	1	0	2	2

The community leaders listed less than one-half as many drawbacks as benefits associated with tourism (44 versus 99). Twenty-four members could not think of any drawbacks, whereas only 2 did not mention any benefits of this industry. Probably because the resort area is comprised of relatively small communities, overcrowding was the major concern with the tourism industry (Table 3.9), and this focused mainly on the congestion of local roads, especially in Parksville (Appendix E). Just like the major benefits of tourism, the main drawback of tourism (overcrowding) listed by this group was consistent with the British groups in Murphy's study

(Murphy in Hawkins, *et al.*, 1980, 357). Table 3.9 shows that degradation of the environment was seen as a potential problem in Qualicum Beach, but that the Parksville group seemed less concerned about this (7 versus 1). The former group was also more skeptical about the economic benefits of tourism than the latter (11 versus 5). These economic concerns included factors such as the seasonality and cyclical nature of the industry as well as higher costs for maintenance and policing of the community (Appendix E).

**Table 3.9**

Responses to Question 17:  
What do you feel are the benefits and/or drawbacks  
to having tourism as an industry in this community?

**DRAWBACKS:**

	Pol.	Bus.	S. I.	PV	QB	Total
Overcrowding	3	8	5	10	6	16
Economic	4	5	7	5	11	16
Environmental	4	2	2	1	7	8
Social	0	2	2	2	2	4
<b>Total</b>	<b>11</b>	<b>17</b>	<b>16</b>	<b>18</b>	<b>26</b>	<b>44</b>
None Listed	9	9	6	12	12	24

Over one-half of the survey group (33) agreed or strongly agreed that the tourism industry means that more leisure facilities are available for local people to enjoy (Table 3.10). All of the survey subgroups responded similarly to this statement. However, the Qualicum Beach respondents felt more strongly than those from Parksville that tourists interfere with the residents' enjoyment of their own community (Table 3.11). Virtually one-half of the interviewees (24) disagreed with this statement, and no one strongly agreed with it, which is an encouraging sign for those who would like to bolster this industry in the area. From a financial point of view, the survey group agreed in one form or another (44) that the money tourism

brings is of benefit to the whole community (Table 3.12). The Parkville group reacted a little more positively than the Qualicum Beach group, which again indicates that the former community is more oriented toward economic growth than the latter.

**Table 3.10**

Responses to Question 19:  
The tourism industry means that more leisure facilities  
are available for local people to enjoy.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	3	6	2	7	4	11
Agree	7	8	7	11	11	22
Neutral	3	2	1	3	3	6
Disagree	3	2	5	3	7	10
Strongly Disagree	0	0	1	1	0	1
No Opinion	0	0	0	0	0	0

**Table 3.11**

Responses to Question 20:  
Tourists interfere with the residents' enjoyment of their own community.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	0	0	0	0	0	0
Agree	3	4	6	4	9	13
Neutral	2	2	2	4	2	6
Disagree	9	8	7	14	10	24
Strongly Disagree	2	4	1	3	4	7
No Opinion	0	0	0	0	0	0

**Table 3.12**

Responses to Question 21:  
The money that tourism brings in is of benefit to the whole community.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	7	11	9	16	11	27
Agree	5	7	5	8	9	17
Neutral	1	0	0	0	1	1
Disagree	3	0	2	1	4	5
Strongly Disagree	0	0	0	0	0	0
No Opinion	0	0	0	0	0	0

### 3.2.3: Retirement in the Present

A similar series of questions to those on tourism was asked of the group with regard to retirement in order to compare and contrast the group's perception of these two industries. The first of these was the extent to which the needs of retirees are being met in the case study communities. Table 3.13 summarizes the responses to this question, and the results suggest that the groups were evenly divided between 'adequate' and 'inadequate', however, the Qualicum Beach respondents felt more strongly that the needs of their retired citizens were being met adequately (10 responses), whereas the Parksville residents tended to feel that their community was inadequate (14 responses) in this regard. This was likely because some of the recreational opportunities that Qualicum Beach residents enjoy are not available in Parksville, such as curling and golf. The survey group as a whole was slightly more confident that retiree needs were being met than the needs of tourists, yet there was no consensus on either question.

Table 3.13

Responses to Question 5:  
To what extent do you feel that the needs  
of this community's retired citizens are being met?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Adequately	0	1	1	0	2	2
Adequately	6	5	7	8	10	18
Neutral	3	3	2	1	7	8
Inadequately	6	7	5	14	4	18
Very Inadequately	1	2	1	2	2	4
Not Sure	0	0	0	0	0	0

The respondents were asked what they considered as the benefits and/or drawbacks to having retirement as an industry in their community, just as they were for tourism. As to the benefits, economic factors such as more revenue and a stable economy were among the most common answers, which were followed closely by a better social environment (Table 3.14). This latter category often included a hoped for utilization of the retirees' knowledge and expertise as well as their willingness to be volunteers in community projects (Appendix E), such as has occurred in the recent establishment of The Old School House Gallery and Art Centre in Qualicum Beach (The Parksville-Qualicum NEWS, Aug. 4, 1987, 13). Economic benefits had also topped the benefits brought by tourism, although the social benefits were a much closer second in regard to retirement than for tourism. The business leaders mentioned the most benefits for both industries, which could mean that this group was the most aware of the significance of these activities in their communities. The representatives of the two case study communities felt similarly about the benefits of both industries.

**Table 3.14**

Responses to Question 7:  
 What do you feel are the benefits and/or drawbacks  
 to having retirement as an industry in this community?

**BENEFITS:**

	Pol.	Bus.	S. I.	PV	QB	Total
Economic	12	16	11	23	16	<b>39</b>
Social	9	11	17	18	19	<b>37</b>
Services and Facilities	3	5	4	7	5	<b>12</b>
Environmental	2	3	2	4	3	<b>7</b>
Aesthetic	1	3	2	2	4	<b>6</b>
Other	3	3	1	3	4	<b>7</b>
<b>Total</b>	<b>30</b>	<b>41</b>	<b>37</b>	<b>57</b>	<b>51</b>	<b>108</b>
None Listed	2	0	2	3	1	4

Only about one-half as many drawbacks as benefits were listed concerning the retirement industry (Table 3.15). This may mean that the survey group felt that the benefits of the retirement industry outweigh the drawbacks, as some respondents suggested that the drawbacks they listed were minor compared to the benefits. It was also acknowledged that they would be able to utilize facilities and services that are provided for the senior members of the community (such as those mentioned as a drawback because of their cost). In addition to the costs of additional facilities and services, the group was concerned about the retirees' lack of interest in the youth and in the community in general. Twenty-one (42% of the sample) did not mention any drawbacks associated with the retirement industry, whereas only four people (8% of the sample) did not mention any benefits associated with retirement.

**Table 3.15**

Responses to Question 7:  
 What do you feel are the benefits and/or drawbacks  
 to having retirement as an industry in this community?  
**DRAWBACKS:**

	Pol.	Bus.	S. I.	PV	QB	Total
Cost of Facilities and Services	4	4	7	9	6	15
Not Good for Local Youth	4	6	5	7	8	15
Lack of Community Interest	3	7	4	8	6	14
Little Income for Community	3	3	3	5	4	9
<b>Total</b>	<b>14</b>	<b>20</b>	<b>19</b>	<b>29</b>	<b>24</b>	<b>53</b>
None Listed	5	9	7	10	11	21

The survey group generally agreed (58%) that the retirement industry means that more leisure facilities are available for all in the community to enjoy (Table 3.16). Six Parksville respondents disagreed with this statement while none from Qualicum Beach either disagreed or strongly disagreed. These Parksville respondents typically qualified their answers by stating that, although more leisure facilities should be available for all, this was not presently true in their community. The survey group as a whole was remarkably consistent in the belief that the money that retirement brings in is of benefit to the whole community (Table 3.17). Only one person remained neutral, while the rest either agreed (24) or strongly agreed (25). The Parksville group was consistent with the goals of this community's Economic Development Strategy, which emphasizes both tourism and retirement development, with the result that their perspective was more positive than that of the Qualicum Beach group.

**Table 3.16**

Responses to Question 13:  
The retirement industry means that more leisure facilities  
are available for all in the community to enjoy.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	2	3	5	5	5	10
Agree	9	11	9	14	15	29
Neutral	2	2	1	0	5	5
Disagree	3	2	1	6	0	6
Strongly Disagree	0	0	0	0	0	0
No Opinion	0	0	0	0	0	0

**Table 3.17**

Responses to Question 12:  
The money that the retirement industry brings in is a benefit  
to the whole community.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	8	8	9	15	10	<b>25</b>
Agree	8	9	7	10	14	<b>24</b>
Neutral	0	1	0	0	1	<b>1</b>
Disagree	0	0	0	0	0	<b>0</b>
Strongly Disagree	0	0	0	0	0	<b>0</b>
No Opinion	0	0	0	0	0	<b>0</b>

### 3.2.4 Tourism and Retirement as They are Presently Combined

The largest number of responses to any open question (204) was obtained from the question which asked the group what resources (natural and human) they believe their communities have that appeal to both tourists and retirees. This is a very promising sign for the continued coexistence and possible growth of these two functions in the study area. Table 3.18 summarizes these responses and shows that environmental attributes such as the beach, natural scenery, and climate were at the top of the list, just as they were the qualities that the interviewees valued the most for themselves (Table 3.2 and Appendix E). Despite this similarity, recreational attributes were mentioned considerably more often in this question (54 times) than in the previous one (16 times). This is perhaps because the survey group members were too busy to pursue much recreation themselves. Furthermore, the responses to other questions had suggested that Qualicum Beach offers more leisure facilities in general than Parksville, and accordingly, the former mentioned recreational attributes much more frequently (37 times) than the latter (17 times) in response to this question.

**Table 3.18**

Responses to Question 25:  
**What resources (natural and human) do you believe this community has that appeal to both retirees and tourists?**

	Pol.	Bus.	S. I.	PV	QB	Total
Environmental	25	37	24	42	44	86
Recreational	16	21	17	17	37	54
Services	5	9	7	13	8	21
Social	4	4	4	7	5	12
Aesthetic	5	3	3	5	6	11
Cultural	2	1	3	4	2	6
Economic	0	2	0	2	0	2
Other	5	3	4	7	5	12
<b>Total</b>	<b>62</b>	<b>80</b>	<b>62</b>	<b>97</b>	<b>107</b>	<b>204</b>

With the assumption that the resort communities are favorably inclined toward further development of these two industries, which they appear to be (especially Parksville), it would be worth knowing if planning policies for the purpose of marketing are best dealt with at the local or the regional level. One-half of the survey group strongly favored local and another 20% moderately favored local responsibility for marketing (Table 3.19). The local politician subgroup was the least receptive to the idea of developing marketing strategies at the local level, which was contrary to what might be expected, as it was local politicians who were interviewed. Eight members of the survey group stated that they would like to see the local and regional levels of government work together toward mutually agreed goals. These people opted for the 'no opinion' category because they were not neutral on the topic, yet there was no 'both' category for them to choose.

**Table 3.19**

Responses to Question 27:  
Do you believe that planning policies for the purpose of marketing  
are best dealt with at the local or the regional level?

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Favor Local	6	13	6	13	12	<b>25</b>
Moderately Favor Local	3	2	5	2	8	<b>10</b>
Makes No Difference	2	0	0	0	2	<b>2</b>
Moderately Favor Reg.	1	1	1	3	0	<b>3</b>
Strongly Favor Regional	1	1	0	2	0	<b>2</b>
No Opinion	3	1	4	5	3	<b>8</b>

A key question of the survey asked the community leaders how compatible they felt that the tourism and retirement industries are in their community. As Table 3.20 illustrates, the majority of respondents (62%) felt that they were compatible, and an additional 22% stated that they were very compatible. The figures in Table 3.20 suggest that the Parksville group may have felt a little more positively about their compatibility than the group from Qualicum Beach. Table 3.20 also illustrates that the politicians' and the special interest group members' responses were virtually identical for this question. As a result of these rather consistent responses, this question quite convincingly confirms that the tourism and retirement

**Table 3.20**

Responses to Question 30:  
How compatible do you feel that the retirement and tourism industries  
are in this community?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Compatible	5	1	5	8	3	<b>11</b>
Compatible	8	15	8	14	17	<b>31</b>
Neutral	2	1	1	3	1	<b>4</b>
Incompatible	1	1	0	0	2	<b>2</b>
Very Incompatible	0	0	2	0	2	<b>2</b>
No Opinion	0	0	0	0	0	<b>0</b>

industries can be considered compatible in the case study resort communities, as had been indicated by the previous survey questions.

### **3.3: Survey Results: A Perspective on the Future**

#### **3.3.1: General Introduction**

Since the survey group generally regarded tourism and retirement as favorable activities in the case study communities and also felt that they are successfully combined, it was appropriate to examine how the group viewed the future of these two industries in the local area. Before examining the future of these industries specifically, the interviewees were asked, in a general context, what development initiatives they would like to see adopted in their communities in the future. In response to this question (Table 3.21), the Parksville respondents suggested more development initiatives (90) for their community than those from Qualicum Beach (74). Of the 52 responses suggested by the politician group, 32 of these were from Parksville whereas only 20 were from Qualicum Beach. This could indicate that Parksville's politicians are more development oriented than those from Qualicum Beach. Although recreational facilities topped the list for both communities, a better ambience in the form of community upgrading and beautification was sought by 10 of the Parksville people, versus only 3 from Qualicum Beach. This desire for an increased aesthetic appeal in Parksville is beginning to be fulfilled, as their new highway upgrading project is expected to become a catalyst for this process in the future (The Arrowsmith Star, June 9, 1987, 1). Retirement and tourism were rated highly as development initiatives by members of both communities,

although projects associated with retirement activities were mentioned more often than those oriented toward tourism (24 versus 16). The special interest group members listed as many development initiatives as the politicians, which was more than might have been expected.

**Table 3.21**

Responses to Question 3:  
What development initiatives (if any) would you like to see adopted here?

	Pol.	Bus.	S. I.	PV	QB	Total
Recreational Facilities	10	18	11	22	17	<b>39</b>
Retirement Activity	11	5	8	15	9	<b>24</b>
Social Activities	4	5	8	7	10	<b>17</b>
Tourism Activity	7	6	3	9	7	<b>16</b>
Light Industry	6	6	3	7	8	<b>15</b>
Better Ambience	4	6	3	10	3	<b>13</b>
Health Care	2	1	8	6	5	<b>11</b>
Services	2	4	4	6	4	<b>10</b>
Other	6	9	4	8	11	<b>19</b>
<b>Total</b>	<b>52</b>	<b>60</b>	<b>52</b>	<b>90</b>	<b>74</b>	<b>164</b>
None Wanted	2	1	1	1	3	4

### 3.3.2: The Future of Tourism

In expressing their feelings about tourism in the future, the respondents had 130 suggestions of tourist facilities that they would like to see developed in the future (Table 3.22). Recreational facilities topped this list, and the most common types of facilities mentioned were oriented toward fishing, such as a fishing pier and a marina with boats for chartering (Appendix E). The Qualicum Beach group was considerably more favorable toward these fishing facilities than the Parksville group (19 responses versus only 3 responses). Other recreation oriented facilities listed for tourists included more golf courses, which retirees would no doubt also find to their liking (Appendix E).

Table 3.22

Responses to Question 16:  
 What tourist facilities (if any), would you like to see developed here in the future?

	Pol.	Bus.	S. I.	PV	QB	Total
Fishing Facilities	8	11	3	3	19	22
Other Rec. Facilities	6	10	5	12	9	21
Cultural Facilities	8	4	7	11	8	19
Better Use of Beach	8	7	2	12	5	17
Tourist Accom.	5	7	4	9	7	16
Enhance Environment	1	6	3	4	6	10
Better Aesthetics	0	2	1	2	1	3
Better Services	1	2	0	2	1	3
Other	5	6	8	13	6	19
<b>Total</b>	<b>42</b>	<b>55</b>	<b>33</b>	<b>68</b>	<b>62</b>	<b>130</b>
None Needed	2	2	5	4	5	9

With so many tourist oriented facilities listed it would be worthwhile determining how the survey group felt about promoting these to visitors to the area. There was a general consensus that the area should be actively promoted as a year round tourist destination, although there was some difference between the subgroups of the survey, with the special interest group members and the Qualicum Beach group generally being less agreeable to this suggestion (Table 3.23). The few respondents who were less enthusiastic about this planning initiative sometimes suggested that the area has limited potential to more fully expand the industry during the shoulder and off seasons, while others stated that they generally felt a bit relieved when the slower pace of life returned after the more busy summer season. This explanation concurs with Murphy's statement that "the lull before and after the storm helps to make the season more bearable . . . [and that] many residents only take advantage of local amenities and facilities in the off-season" (Murphy, 1985, 81).

**Table 3.23**

Responses to Question 18:  
This area should actively promote itself as a year round tourist destination.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	6	10	5	12	9	21
Agree	4	7	9	10	10	20
Neutral	2	0	0	0	2	2
Disagree	3	1	0	2	2	4
Strongly Disagree	0	0	2	0	2	2
No Opinion	1	0	0	1	0	1

Since the group was in favor of actively promoting the area as a tourist destination, it was appropriate to ask if an increased emphasis on the tourism industry in their community would enhance or detract from its appeal as a place in which to live. A total of 20 out of the 25 Parksville people felt that it would either enhance or strongly enhance their community, whereas only 10 of the Qualicum Beach sample felt the same way (Table 3.24). It is possible that the Qualicum Beach residents were more sensitive about suggested changes in the status quo, as the initial questions of the survey indicated that the Qualicum Beach group were more satisfied with their community's current condition than those from Parksville.

**Table 3.24**

Responses to Question 22:  
Would an increased emphasis on the tourism industry in this community enhance or detract from this community's appeal as a place to live?

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Enhance	2	6	1	6	3	9
Enhance	7	7	7	14	7	21
No Impact	3	3	1	2	5	7
Detract	4	1	2	2	5	7
Strongly Detract	0	0	3	0	3	3
No Opinion	0	1	2	1	2	3

The last question in the survey's tourism section asked the interviewees how important they felt the tourism industry should be in the future of their community in terms of revenue. It was found that the Parksville group more highly favored tourism as a development option than the Qualicum Beach group (Table 3.25). In examining the 'Total' figures, it can be seen that 34% felt tourism should be important in their community and that 52% stated it should be very important. These responses quite convincingly confirm that local community leaders want to continue attracting visitors to this destination resort area.

**Table 3.25**

Responses to Question 23:  
How important do you think the tourism industry should be in the future of this community in terms of revenue?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Important	9	10	7	16	10	<b>26</b>
Important	5	7	5	9	8	<b>17</b>
Neutral	1	1	0	0	2	<b>2</b>
Unimportant	1	0	4	0	5	<b>5</b>
Very Unimportant	0	0	0	0	0	<b>0</b>
No Opinion	0	0	0	0	0	<b>0</b>

### 3.3.3: The Future of Retirement

The group was asked what facilities they would like to see developed locally in the future for the benefit of retired citizens (Table 3.26), just as they were for tourism. More facilities were suggested for the benefit of Parksville's retirees (75) than for those in Qualicum Beach (58). Recreational facilities topped Parksville's want list for retirees (23 suggestions), whereas housing facilities were mentioned most frequently by the Qualicum Beach group (16 suggestions). A seniors' activity centre was

the most frequent specific suggestion of Parksville's group (12 suggestions - Appendix E). There was considerable support in both communities for condominiums and townhouses oriented toward retirees, and also some need indicated for a para transit system (like handyDART in Victoria) to transport people locally and to visit patients in the Nanaimo Hospital (Appendix E). Recreational facilities had also topped the list for tourism (30 responses), which indicates that there is a degree of functional compatibility between the two industries in this respect, provided the same facilities can be built for both groups. Recreational facilities mentioned for the benefit of both groups included a fishing pier in Qualicum Beach and more golf courses and a swimming pool in both communities (Appendix E).

**Table 3.26**

Responses to Question 6:  
What facilities (if any), would you like to see developed here  
in the future for the benefit of retired citizens?

	Pol.	Bus.	S. I.	PV	QB	Total
Recreational	11	9	10	23	7	30
Housing	12	9	8	13	16	29
More Services	9	7	8	11	13	24
Better Health Care	5	7	11	12	11	23
Social	8	8	6	12	10	22
Convenience	0	2	3	4	1	5
<b>Total</b>	<b>45</b>	<b>42</b>	<b>46</b>	<b>75</b>	<b>58</b>	<b>133</b>
None Wanted	0	0	1	0	1	1

The Qualicum Beach group generally felt more strongly that the provision of services for retirees should be a social (public) responsibility (Table 3.27). Those who disagreed with this statement frequently qualified their responses by stating that it should be left to the retirees themselves to take the initiative in this regard. Ninety percent of the respondents felt that retirement should be viewed as a business opportunity, as 45 out of the 50

members either agreed or strongly agreed with this suggestion (Table 3.28). For both this question and the preceding one, the various subgroups responded similarly.

**Table 3.27**

Responses to Question 8:  
This community should view the provision of services for retirees  
as a social responsibility.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	4	4	3	3	8	11
Agree	7	4	8	9	10	19
Neutral	1	2	2	3	2	5
Disagree	4	4	1	7	2	9
Strongly Disagree	0	2	0	2	0	2
No Opinion	0	2	2	1	3	4

**Table 3.28**

Responses to Question 9:  
This community should view retirement as a business opportunity.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	5	8	4	6	11	17
Agree	9	9	10	16	12	28
Neutral	0	1	0	0	1	1
Disagree	2	0	2	3	1	4
Strongly Disagree	0	0	0	0	0	0
No Opinion	0	0	0	0	0	0

The survey group generally agreed (48%) or strongly agreed (38%) that their community should actively promote itself to the retirement market (Table 3.29). The Parkville group felt a little more positively about this than the Qualicum Beach group. The responses were considerably less favorable overall to the idea that the community should actively promote itself to the second home market (Table 3.30). About the same number disagreed as agreed (17 versus 16) to this statement, while 12 respondents felt neutral. Since summer (or second) homes seem to be more apparent in

Qualicum Beach than in Parksville (The Daily Colonist, July 3, 1955, 6; Qualicum Beach Recreation Commission, circa 1977, foreword), it is noteworthy that this community's representatives were somewhat less positive to this function than those from Parksville.

**Table 3.29**

Responses to Question 10:  
This community should actively promote itself to the retirement market.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	8	6	5	10	9	19
Agree	6	10	8	14	10	24
Neutral	2	2	1	0	5	5
Disagree	0	0	2	1	1	2
Strongly Disagree	0	0	0	0	0	0
No Opinion	0	0	0	0	0	0

**Table 3.30**

Responses to Question 11:  
This community should actively promote itself to the second home market.

	Pol.	Bus.	S. I.	PV	QB	Total
Strongly Agree	1	2	0	1	2	3
Agree	4	6	6	9	7	16
Neutral	4	3	5	8	4	12
Disagree	6	7	4	6	11	17
Strongly Disagree	0	0	0	0	0	0
No Opinion	1	0	1	1	1	2

The final question of the survey's retirement section quite convincingly sums up the positive perception of the survey group about the retirement industry by asking how important the retirement industry should be in their community in terms of future revenue (Table 3.31). The general consensus was that it should be either important (46%) or very important (42%). The politician, business leader, and special interest subgroups responded positively to this question, as they did for the majority

of the questions on the retirement industry. This consistency of responses by the various survey subgroups on most questions quite clearly indicates that they all feel quite positively about the retirement component of their communities, and it also suggests that these subgroups have similar aspirations for their communities.

**Table 3.31**

Responses to Question 14:  
How important do you think the retirement industry should be  
in the future of this community in terms of revenue?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Important	6	7	8	12	9	21
Important	8	11	4	10	13	23
Neutral	2	0	0	1	1	2
Unimportant	0	0	2	2	0	2
Very Unimportant	0	0	0	0	0	0
No Opinion	0	0	0	0	2	2

### 3.3.4: The Future of Tourism and Retirement in the Parksville-Qualicum Beach Area

Just as the survey itself finished with a thorough look at tourism and retirement, this section concludes by outlining details of the respondents' views on this topic. The group was asked what benefits and/or problems they thought might arise if both tourism and retirement became more prominent in their community in the future. As to the potential benefits, the most common response was a stronger economy (49 responses), which was followed by more services and facilities (34 responses). This top spot (Table 3.32) befittingly concurs with the major benefits stated for each industry individually. The Parksville group more often expected to receive additional services and facilities (23 responses) than the Qualicum Beach

group (11 responses). The economic benefits foreseen included increased revenue and a more stable tax base, while the 'services and facilities' category included more leisure facilities and sidewalks in Parksville (Appendix E). The 'better social environment' category included an increased enjoyment of the community and a greater desirability of it as a place in which to live, due to a growth in cultural activities, such as arts and crafts for all to enjoy. The recent renovation of the old school building to create a new cultural centre in Qualicum Beach exemplifies a project that adds to the appeal of the community for both local residents and visitors.

**Table 3.32**

Responses to Question 26:

What benefits and/or problems do you think might arise if both retirement and tourism became more prominent in this community in the future?

**BENEFITS:**

	Pol.	Bus.	S. I.	PV	QB	Total
Stronger Economy	15	20	14	26	23	49
More Services/Facilities	7	17	10	23	11	34
Community Aesthetics	2	5	1	4	4	8
Better Social Environ.	0	3	2	2	3	5
Other	2	1	1	4	0	4
<b>Total</b>	<b>26</b>	<b>46</b>	<b>28</b>	<b>59</b>	<b>41</b>	<b>100</b>
None Listed	1	0	3	0	4	4

Only about one-half as many problems as benefits were listed from having an increased emphasis on both industries (51 versus 100). The responses of the two communities were similar for this second part of the question (Table 3.33), although the special interest groups were mainly concerned about their quality of life, whereas the politicians not surprisingly tended to focus more strongly on economic aspects. In comparing the two parts of this question (Table 3.32 and Table 3.33), it is

interesting to observe that the business leaders listed almost as many benefits as the other two groups combined (46 versus 54), while the listing of problems was more evenly distributed between the subgroups. Another noteworthy point to be observed is that only 4 people could not think of any benefits, while 22 (almost one-half of the respondents) did not mention any problems that could result if both industries were to become more prominent in the future.

**Table 3.33**

Responses to Question 26:

What benefits and/or problems do you think might arise if both retirement and tourism became more prominent in this community in the future?

**PROBLEMS:**

	Pol.	Bus.	S. I.	PV	QB	Total
Cost of Services and Facilities	9	4	2	7	8	15
Overcrowding of Roads, etc.	3	5	7	9	6	15
Loss of Small Town Ambience	1	6	5	4	8	12
Conflicting Social Ideals	0	4	5	3	6	9
<b>Total</b>	<b>13</b>	<b>19</b>	<b>19</b>	<b>23</b>	<b>28</b>	<b>51</b>
None Listed	8	8	6	11	11	22

The next question produced data which may be helpful in identifying areas of synergistic potential between tourism and retirement as it asked the respondents what future development projects they would like to see with regard to both of these industries in their communities (Table 3.34). The development of a particular facility or service would be ideal if it could appeal to both local residents and to people from places outside the community, especially if it were a small community with a limited local market size and limited financial resources. This is because basic income

brought by visitors from outside the community can make a difference between having either a marginally profitable enterprise or a highly successful investment. Furthermore, by keeping tourism in mind, locals can not only end up with a greater diversity of leisure facilities for themselves to enjoy, as the survey has indicated, they could also benefit from the increased social contact and pleasing ambience that tend to characterize resort areas.

**Table 3.34**

Responses to Question 28:  
What development projects (if any), would you like to see with regard to both retirement and tourism in this community in the future?

	Pol.	Bus.	S. I.	PV	QB	Total
Recreation	17	23	16	21	35	56
Environmental Projects	3	5	1	5	4	9
More Services	3	3	3	5	4	9
Better Health Care	4	0	5	5	4	9
More Cultural Attractions	3	1	4	2	6	8
Place for Social Events	4	2	1	5	2	7
Improve Aesthetics	0	2	2	4	0	4
Other	7	4	5	11	5	16
<b>Total</b>	<b>41</b>	<b>40</b>	<b>37</b>	<b>58</b>	<b>60</b>	<b>118</b>
None Wanted	2	2	1	2	3	5

Recreational facilities had topped the list of development initiatives wanted for tourists (Table 3.22), and they had also been the facilities most often mentioned for the benefit of local retirees (Table 3.26 and Appendix E). Consequently, it was not surprising that recreational facilities topped the list of development projects (56 out of 118) that the interviewees would like to see in the future of their communities for both local retirees and tourists (Table 3.34). These facilities included a public swimming pool for both communities and a waterfront walkway for Parksville, and a marina and fishing pier for Qualicum Beach (Appendix E). The leisure oriented

lifestyle of both the local retirees and vacationists is quite evident in these responses, as they were strongly focused on recreational opportunities.

A series of closed questions was asked of the interviewees to reveal specific positive or negative changes that they thought might occur if a joint retirement-tourism development strategy were followed. The survey group generally felt that a strategy such as this would affect the local tax base either positively (27 responses) or very positively (12 responses), as illustrated in Table 3.35. The impact on community property taxes was thought to be positive by one-half of the survey group, while the others had a mixed reaction to this question (Table 3.36). Five of the respondents stated that it would depend upon the circumstances, so they had no opinion as to the impact on local property taxes.

**Table 3.35**

Responses to Question 29A:  
How do you feel a joint retirement-tourism development strategy  
would affect the local tax base?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Positively	5	6	1	7	5	12
Positively	9	10	8	15	12	27
No Impact	2	0	4	1	5	6
Negatively	0	1	2	1	2	3
Very Negatively	0	0	0	0	0	0
No Opinion	0	1	1	1	1	2

The interviewees almost unanimously agreed that the impact on employment for local residents would be either positive (23 responses) or very positive (24 responses), as shown in Table 3.37. The Parksville group tended to prefer the 'very positive' category (17 responses) whereas the Qualicum Beach group generally favored the 'positive' perspective (15

responses). The respondents were then asked what the impact would be on the entertainment available for locals to enjoy if a joint retirement-tourism strategy were adopted. As in the preceding questions, the majority of the

**Table 3.36**

Responses to Question 29B:  
How do you feel a joint retirement-tourism development strategy  
would affect community property taxes?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Positively	2	1	0	3	0	3
Positively	9	10	6	13	12	25
No Impact	3	2	2	1	6	7
Negatively	0	4	5	3	6	9
Very Negatively	0	0	1	1	0	1
No Opinion	2	1	2	4	1	5

**Table 3.37**

Responses to Question 29C:  
How do you feel a joint retirement-tourism development strategy  
would affect the employment for local residents?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Positively	6	11	7	17	7	24
Positively	9	7	7	8	15	23
No Impact	1	0	1	0	2	2
Negatively	0	0	0	0	0	0
Very Negatively	0	0	1	0	1	1
No Opinion	0	0	0	0	0	0

respondents believed that the impact would be either positive (34 responses) or very positive (12 responses). Table 3.38 illustrates that the subgroups were consistent in their feeling on this topic, as they had been on most questions. The response to the next question concerning the recreational opportunities for locals to enjoy was almost a mirror image of the group's feelings concerning entertainment (Table 3.39).

Table 3.38

Responses to Question 29D:  
How do you feel a joint retirement-tourism development strategy  
would affect the entertainment available for locals to enjoy?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Positively	4	4	4	6	6	12
Positively	12	12	10	18	16	34
No Impact	0	1	1	1	1	2
Negatively	0	0	1	0	1	1
Very Negatively	0	1	0	0	0	0
No Opinion	0	0	0	0	1	1

Table 3.39

Responses to Question 29E:  
How do you feel a joint retirement-tourism development strategy  
would affect the recreational opportunities for locals to enjoy?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Positively	3	5	3	5	6	11
Positively	11	12	9	19	13	32
No Impact	2	1	2	1	4	5
Negatively	0	0	2	0	2	2
Very Negatively	0	0	0	0	0	0
No Opinion	0	0	0	0	0	0

About one-half of the survey group thought that there would be a positive impact on the character of their community if both industries were emphasized in future planning policies (Table 3.40). It is noteworthy that in Parksville, which has a similar strategy to that proposed here, and is currently undergoing a major highway improvement and beautification project, there were noticeably more responses in the two positive categories than in Qualicum Beach (21 versus 11). The Parksville residents also felt more strongly that their quality of life would improve than did the members representing Qualicum Beach (Table 3.41), although the overall feeling of both communities was positive, as indicated by the generally favorable

outlook characteristic of the responses to the previous questions in this last part of the survey.

**Table 3.40**

Responses to Question 29F:  
How do you feel a joint retirement-tourism development strategy would affect the character of this community?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Positively	1	4	3	6	2	8
Positively	10	7	7	15	9	24
No Impact	4	6	0	2	8	10
Negatively	1	0	3	1	3	4
Very Negatively	0	0	1	0	1	1
No Opinion	0	1	2	1	2	3

**Table 3.41**

Responses to Question 29G:  
How do you feel a joint retirement-tourism development strategy would affect the quality of life for locals?

	Pol.	Bus.	S. I.	PV	QB	Total
Very Positively	2	3	3	6	2	8
Positively	9	10	9	15	13	28
No Impact	4	2	1	2	5	7
Negatively	1	0	1	0	2	2
Very Negatively	0	0	1	0	1	1
No Opinion	0	3	1	2	2	4

The community leaders were asked to choose which planning policy they preferred from a series of options regarding the retirement and tourism sectors of the local economy. A question such as this can be of help in deciding an appropriate direction for any future development strategies that may be considered for the study area. Out of the group of 50 respondents, 66% would like to see a strong emphasis on both retirement and tourism, and an additional 14% would like to see a moderate emphasis on both. The remaining 20% of the interviewees preferred varying degrees

of emphasis on the two industries, which is why the total responses listed in Table 3.42 add up to more than the total sample size of 50. All of the group members elected to have at least some emphasis on either retirement or tourism.

**Table 3.42**

Responses to Question 24:  
With regard to the retirement and tourism sectors of the economy, which of the following options would you choose for future planning policies?

	<b>Retirement</b>	<b>Tourism</b>	<b>Both</b>
Strong Emphasis	7	3	33
Moderate Emphasis	2	5	7
No Emphasis	1	2	0

In order to more accurately determine how each group rated these industries, a scale was devised with a strong emphasis on an industry rated as a three, a moderate emphasis a two, and no emphasis as a one. It is recognized that this scale is not interval in nature, and therefore using the mean as a comparative measure is not a universally accepted procedure. However it was considered worthwhile in this brief instance as the benefits outweigh the drawbacks, and since doing so seldom leads to incorrect conclusions (Weisburg and Bowen, 1977, 195). Out of a possible high score of three, retirement received a 2.78 and tourism got a comparable 2.68 (Table 3.43). Parksville slightly favored tourism over retirement (2.92 versus 2.84), while Qualicum Beach preferred retirement a little more strongly than tourism (2.72 versus 2.44).

**Table 3.43**

Responses to Question 24:  
(Average Values)

With regard to the retirement and tourism sectors of the economy,  
which of the following options would you choose for future planning policies?

	Pol.	Bus.	S. I.	PV	QB	Total
Retirement	2.81	2.83	2.69	2.84	2.72	2.78
Tourism	2.69	2.83	2.50	2.92	2.44	2.68

No Emphasis = 1    Moderate Emphasis = 2    Strong Emphasis = 3

The final question of the survey asked the group members if they had any additional comments they would like to make concerning the feasibility of combining the retirement and tourism industries in their community in the future. In spite of the long interview sessions (the average length was almost two hours), 34 of the 50 respondents had additional comments to make. The purpose of this last question was to help gather information on any aspect of the survey topic that the previous questions may have overlooked. Actually, the survey was quite comprehensive, so this question provides a summary of the group's feelings about the feasibility of combining retirement and tourism in the study area (Table 3.44). The compatibility of these two major industries in Parksville and Qualicum Beach is reaffirmed by the responses to this question as various group members visualized some synergistic potential related to the continued coexistence of tourism and retirement. The most common statement was that they enhance each other (11 responses), while others elaborated on this general feeling by stating that the same infrastructure can be utilized by both groups and that both can be combined when marketing (Appendix E).

**Table 3.44**

Responses to Question 32:  
Do you have any additional comments that you would like to make concerning the  
feasibility of combining the retirement and tourism industries  
in this community in the future?

	Pol.	Bus.	S. I.	PV	QB	Total
They Are Compatible	11	11	12	18	16	34
Neutral Comment	5	4	1	9	1	10
They Are Not Compatible	1	0	1	0	2	2
Other	2	3	0	4	1	5
<b>Total</b>	<b>19</b>	<b>18</b>	<b>14</b>	<b>31</b>	<b>20</b>	<b>51</b>
No Comments	2	7	7	8	8	16

The results of this survey illustrate that the community leaders in the Parksville-Qualicum Beach area rated both the tourism and retirement industries highly on an individual basis. In addition, they felt that these two industries are generally compatible within the study area. This not only indicates that the continuing coexistence of these functions can be accomplished satisfactorily, it also suggests that a fair degree of harmony exists between visitors and local residents, as well as between the survey subgroups. The Parksville group generally favored economic growth and development to a greater extent than their counterparts from Qualicum Beach, which is consistent with the differing planning philosophies that have been evident between the communities for quite some time. These different perspectives which have been identified in outlining the results of this survey will be elaborated upon in the following chapter. The next chapter, which is the concluding one, will also further assess the applicability of Butler's model in identifying the evolutionary patterns of the tourism and retirement industries in Parksville and Qualicum Beach and elsewhere.

## CHAPTER 4

### STUDY LIMITATIONS AND CONCLUSIONS

This study examined two leisure oriented industries that are attracting an increasing amount of academic recognition due to their growing world-wide significance. It has become evident that both tourists and retirees have similar locational preferences, and this makes their coexistence inevitable in certain favorable resort areas. This study has responded to this phenomenon by utilizing a geographical theory to examine the evolutionary trends of tourism and retirement in an area known to attract both groups. In order to gain additional insight into the relationship between these two functions a survey of community leaders in the study area was conducted. An integrated approach was utilized in the survey to facilitate a greater understanding of the interrelationship between these two functions, which can in turn assist in the formulation of planning strategies that are in harmony with community needs and aspirations. This final chapter begins by outlining some of the difficulties encountered in obtaining data to test Butler's model of tourism area evolution and by noting the limitations of the study. The conclusions of the study are then summarized and placed into a geographical context.

#### **4.1: Data Drawbacks and Study Limitations**

The conclusions that can be drawn from any historical study are limited by the availability of suitable data. In the context of this study, Butler's model is based upon data on the number of visitors to the study

area, but these figures were not available, as had been predicted by Butler, so that other data had to be substituted in order to identify tourism trends associated with the stages of the model. Several appropriate data sources were available including tourist accommodation guides, which have traditionally been used as an indicator of tourism trends (Pearce, 1987, 206). These provided the best indication of tourism evolution in the study area because they list the accommodation provided specifically for vacationists and business travellers. The content analysis of local newspapers and the listing of tourism related businesses in the yellow pages of local telephone directories are less closely linked to changes in visitor volume. For instance, while an accommodation unit represents a specific 'unit' that can be measured, words associated with tourism trends in newspapers could represent an event of either minor or major significance in estimating visitor volume. Similarly, the number of hotels and motels listed in the yellow pages were meaningful only when the increase in establishment size over time was taken into account.

Other available data associated with tourism trends included the annual number of party nights at the local provincial parks and visitor inquiry information provided by the Parksville Tourist Information Centre. Camping in government campsites is only one component of tourism, so figures relating to this aspect of the industry do not necessarily reflect tourism trends as a whole. Data on the overall number of campsites have not been published until recently, so that no reliable indicator of trends in privately owned campsites over time could be obtained. Visitor enquiries at the local Tourist Information Centres also proved to be difficult to obtain over an extended period of time. An additional problem with these data

sources is that it cannot be known for certain how consistent the recording of these two types of visitor data has been over the years.

Data on age categories from the Census of Canada provided the most accurate indicator of retirement trends in the study area. Although some census data have been collected regularly and consistently since the last century, this has not always been the case for small communities. Information on the age distribution of census subdivisions such as Parksville and Qualicum Beach have been published only from 1951 to the present, which effectively limits the study of some historical trends to this more recent period. Other indicators of retirement included local newspapers and yellow page listings. The content analysis procedure was not entirely responsive to the presence of the retirement function during the early period, likely because of the somewhat imperceptible nature of this group previous to needing specific housing and health care facilities. Local telephone directories could only be obtained for a scattered number of years between 1962 and the present. This was not a serious drawback however, because some of the categories chosen to represent retirement were influenced by factors such as total population trends or economic conditions, which makes them rather inconclusive as indicators.

While examining the evolution of a resort area required the synthesis of various secondary data sources, the survey of community leaders in the study area involved the collection of primary data. While the concern with the former is mainly tied to the reliability and validity of the data source, the quality of result with the latter is more closely linked with the data collection procedure. The random sampling procedure that is so commonly

used to yield a representative sample was not appropriate for this study due to the small number of potential interviewees. Quota sampling was chosen as the best technique because it allowed the sample to be selected based upon certain criteria. The candidates were chosen based upon their occupation and membership in special interest groups, although their age and length of residence in the community were also taken into consideration. Quota sampling was not used in a strict sense for these latter criteria because they could only be estimated and because of the small potential size of the sample.

The small number of community leaders also meant that some members of the survey group inevitably fell into more than one of the subgroups. For instance, some of the politicians were also business leaders, and some of the business leaders were also members of special interest groups. This may have been part of the reason why the subgroups of the sample reacted similarly to most questions, even though each interviewee agreed to participate as a representative of a particular group before the interview began. Since this was not meant to be a comparative study, the similarity of their responses posed no problem in interpreting the results. It is recognized however, that the views of the survey group may differ in some respects from the residents' perspective, and this can be expected as community leaders do not necessarily comprise a representative cross-section of the general public. The survey results were generally analyzed descriptively because a spectrum of perceptions and ideas were discussed, and these are well expressed as a continuum of thoughts in tables.

## **4.2: Study Conclusions and Contributions**

Tourism trends in the Parksville-Qualicum Beach resort area fitted the initial stages of Butler's model reasonably well, then departed from it somewhat during the later phases. From approximately the 1880s to World War I could be termed the 'exploration' phase, and from World War I to the early 1930s could be described as an 'involvement' period, while the next three decades up to the early 1960s appropriately fit the 'development' stage of Butler's model. However the study area evidently bypassed the 'consolidation' and 'stagnation' stages when an abrupt 'decline' immediately followed this 'development' period from the mid-1960s to the mid-1970s. Between the mid-1970s and the present Parksville has exhibited a 'rejuvenation' trend, while the situation in Qualicum Beach could be more accurately classified as a 'stagnation'.

These trends complicate the use of the stages that Butler proposed following the 'development' period. The results of this study support the suggestion that a 'mature' period replace the 'consolidation' and 'stagnation' phases (Hovinen, 1982, 573), and that the entire period following the 'development' stage could actually be classified as such due to the multiplicity of possible outcomes that have been found to occur following this period of strong growth (Hovinen, 1982, 573; Keller, 1987, 23; Lundgren in Murphy, 1983, 96). This proposed modification to the model only requires a minor relabelling of the stages of Butler's model, and does not alter the shape of the curve in any way (Figure 2.2 on page 61). The results of this study support utilizing the model in the future to identify historical trends, although caution must prevail when using this conceptual framework as a

predictive tool because resort area evolution can be influenced by many intervening factors that make it difficult to extrapolate current trends into the future.

There has been a further departure from Butler's predictions because his premise that retirement would become more prominent as tourism declines has not been substantiated in the study area. Retirement had already become a major part of the economic bases of Parksville and Qualicum Beach before the 1960s while the local tourism industry was in a phase of 'development'. Furthermore, during the period of tourism retrenchment in the 1960s, retirement was not in a particularly high growth period, which differs from what Butler had predicted. The development of the retirement function has been quite similar in both case study communities, but since their recent patterns of tourism evolution fit different stages of Butler's model, this needs to be examined further in order to understand why this has taken place.

The contrasting development patterns between the two case study communities in recent decades can be explained, at least in part, by the different planning strategies that they have adopted. In formulating a plan for the district in the mid-1970s it was suggested that "in general, Parksville should be the commercial and industrial center of the district . . . [whereas] the emphasis in Qualicum [Beach] should be on preserving the village's low key residential character and maintaining its tourist and retirement potential by limiting commercial and industrial growth, encouraging beautification projects, and allowing no more commercial encroachment on the beach area" (The Parksville-Qualicum Beach

Progress, April 28, 1976, 2). While both communities have discouraged heavy industry, Parksville's Chamber of Commerce has mentioned a need to offset the residential-retirement base with improved tourist facilities (The Parksville-Qualicum Beach Progress, Jan. 4, 1978, 3). In comparison, Qualicum Beach's Official Community Plan of a decade ago stressed the need to minimize disruption to the village in order to maintain the social and environmental qualities and small town atmosphere that residents enjoy (Town of Qualicum Beach, Dec. 4, 1978, 2).

In examining the current situation, Parksville has created an Economic Development Strategy which aims to further develop and promote the city as a tourist destination area, to improve the quality of life for the existing retirement community, and to promote the city to senior citizens (City of Parksville, April 1987, 2). The further development of tourism appears to be receiving less encouragement in Qualicum Beach, as an objective of its latest Official Community Plan is "to manage growth in a manner that ensures the maintenance of the character and qualities of the Town that are valued, such as its small town atmosphere, waterfront access, concentrated commercial development and nearby rural areas" (Town of Qualicum Beach, 1987, 2-1). Even though the two communities have similar economic bases, their somewhat different planning approaches through the years have almost certainly been a contributing factor in causing the emphasis on tourism over the years to shift from Qualicum Beach to Parksville. Factors such as this make it difficult to generalize the results of this study to other communities, although it is expected that the retirement function can be commonly found to emerge at

an early stage of development in similar small resort communities within well established retirement oriented regions such as British Columbia.

The results of the survey of community leaders concluded that they supported the presence of the tourism and retirement functions in the two communities, and that they considered these industries to be compatible. The three subgroups of the sample generally responded similarly, although some differences in perception were found to occur between the members of the two communities on some questions. For instance, while the subgroups representing the two communities both supported the retirement function to a similar extent, the Parksville group tended to favor tourism slightly more than the members from Qualicum Beach.

The community leaders identified numerous benefits and opportunities arising from further development of the tourism and retirement industries in the study area. The benefits included a stronger economy and more services and facilities for all to enjoy. Recreational facilities topped the list of development projects the survey group members wanted in the study area in the future, and these exemplify the synergistic potential of combining the two leisure oriented functions in small resort communities. The respondents felt that a fishing pier and/or marina would benefit retirees and tourists in Qualicum Beach, and that a waterfront walkway would effectively enhance the appeal of Parksville for both groups. In addition, there was support for a recreation centre, possibly including a swimming pool, to serve the needs of all in the District 69 area. On a regional basis, it was indicated that there is some need for a small scale public transportation system to shuttle people around

district and to visit relatives and friends at the Nanaimo Regional General Hospital.

The interviewees also felt that certain environmental attributes are important for the enjoyment of residents and visitors. The natural beauty of the area was mentioned as a quality that is highly valued by many people, so that the preservation and enhancement of parkland and other scenic attractions should be given a high priority. Similarly, since the beaches are the major focal point of this seaside resort area, concerted efforts should be made to assure that they remain in pristine condition. Further development of the bird sanctuary at the mouth of the Little Qualicum River would be desirable for the enjoyment of local residents, and it would also entice additional visitors to come during the shoulder seasons. Since the aesthetic appeal and image of resort areas are key elements in their ability to attract both visitors and permanent residents, beautification programs play an important role in creating an aesthetically pleasing environment and in enhancing community pride. To the credit of local decision makers, Qualicum Beach has been a leader in the area in this regard, although Parksville has a major beautification program in the planning stage at this time.

Even though the community leaders perceived substantially more benefits than problems arising from a tourism-retirement development strategy, there are reasons to proceed with caution. The drawbacks of such a strategy include the cost of providing additional services and facilities, the overcrowding of roads and certain recreational facilities, and the loss of the small town atmosphere. Without sufficient foresight, economic growth can

lead to a number of problems, especially if the growth is rapid and not well planned. It is a paradox that the small town atmosphere and relaxed pace of life that newcomers value so highly are gone forever if a small resort's popularity eventually leads to a highly urbanized setting. For this reason it is imperative that success not be measured solely in terms of economic development and that over-expansion be avoided in resort communities if at all possible. The Qualicum Beach respondents were particularly concerned about losing the high quality ambience of their town, which was likely because Parksville generally has a more urbanized appearance.

Another perceived problem arising from combining the tourism and retirement functions within a small community is that tourists and retirees have somewhat distinctive interests and needs, and therefore require slightly different services and facilities. This means that a greater diversity of infrastructure is required when catering to both groups, such as the need to provide a variety of accommodation types. The overpopularity of a resource can also potentially result in conflict as various groups compete for things such as a limited amount of beachfront, parking spaces, restaurant seating, or a round of golf.

This study has shown that attention should be focused on providing a high quality leisure oriented setting when formulating planning strategies for resort areas. While there should ideally be an emphasis on recreation, the physical environment, and on aesthetic attributes, it is the receptiveness of the general public toward visitors and in-migrants that dictates whether planning strategies for resort development have been a success. Therefore, local residents should be made aware of the potential

advantages and disadvantages to having the tourism and retirement industries in their community so that they can appropriately respond to planning proposals that affect them. This may help to minimize or possibly avoid those aspects of economic development that local residents perceive as detrimental to their lifestyle. Furthermore, in this way certain community nuances, such as any differing preferences between Parksville and Qualicum Beach residents, would be taken into consideration when planning for tourist and retiree needs.

In formulating appropriate public policies for small resort areas that desire a tourism-retirement mix, decision makers should strive to be pragmatic and flexible to potential changes in the structure of their community. Since tourism and retirement are considered to be compatible for the most part, a balance of these two functions seems to be preferable to having either of these industries dominate. In this way the economy is more diversified, the seasonal and cyclical components of tourism are somewhat offset by the presence of retirees, while the presence of tourists can provide a more interesting and diverse social environment for local retirees.

It is not easy to make any generalizations about the direction that public policy should take for resort communities in general since each one is somewhat unique. For instance, in the context of the study area, it seems as though more economic growth would be tolerated in Parksville than in Qualicum Beach, as representatives of the latter community were more status quo oriented in some respects, particularly with regard to the tourism industry. There has been no indication that the study area

communities have reached their carrying capacity to support more tourists and retirees, although additional services and facilities will undoubtedly be needed in the future to satisfy their requirements.

This study has contributed to the refinement of a conceptual framework previously put forward to more fully understand the patterns of resort evolution. In this regard, it was decided that well established tourist destinations can be more accurately described by a 'mature' phase when the area simultaneously exhibits trends characteristic of several of Butler's stages. This modification to the model supports the findings of some other empirical research in this area (Hovinen, 1982; Keller, 1987; Lundgren in Murphy, 1983). The results of this study also substantiate the observations of previous authors who have noted that tourists and retirees have similar locational preferences (Christaller, 1964, 95; Karn, 1977, 28; Mellor, 1962, 42-43). Butler also recognized the tendency for these two groups to coexist, yet the presence of retirement became prominent in the study area during a stage of tourism 'development' rather than 'decline', which differs from what he had predicted (Butler, 1980, 9). In identifying the stage of the model where the leisure oriented function of retirement became prominent, this study has taken Butler's model a step farther than previous studies have done.

Geographers have traditionally sought to identify patterns and relationships between various phenomena, particularly those that have a locational aspect. While the evolutionary component of this study identified patterns of tourism and retirement in the case study area, the survey of community leaders in this resort area identified some of the resources that

Parksville and Qualicum Beach offer to attract both tourists and retirees. More importantly, these community leaders provided insight into the perceived relationship between the tourism and retirement functions of their communities. Their perceptions and thoughts for the future are a starting point in developing planning strategies that are consistent with the needs of both community functions. This will help to assure that resort areas such as Parksville and Qualicum Beach can more accurately direct their evolutionary trends in the future.

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## APPENDIX A

REFERENCES USED FOR TABLE 2.1 AND TABLE 2.2  
(Chronological Order)

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## APPENDIX B

**Yellow Page Listings of  
Selected Businesses to Indicate  
Tourism Trends in Parksville  
1962-1987**

<b>Year</b>	<b>Gift Shops</b>	<b>Hotels</b>	<b>Motels</b>	<b>Resorts</b>	<b>Restaurants</b>
1962	0	2	10	9	6
1967	0	1	15	15	11
1972	2	2	14	15	14
1977	1	2	15	14	16
1981 <sup>1</sup>	6	2	13	15	28
1987	7	5	15	14	29

Source: local telephone directories

<sup>1</sup> 1981 used as 1982 not available

**Yellow Page Listings of  
Selected Businesses to Indicate  
Tourism Trends in Qualicum Beach  
1962-1987**

<b>Year</b>	<b>Gift Shops</b>	<b>Hotels</b>	<b>Motels</b>	<b>Resorts</b>	<b>Restaurants</b>
1962	1	5	17	7	2
1967	1	5	13	8	4
1972	1	4	18	7	5
1977	1	3	17	4	5
1981 <sup>1</sup>	2	4	13	7	10
1987	5	3	12	9	17

Source: local telephone directories

<sup>1</sup> 1981 used as 1982 not available

**Yellow Page Listings of  
Selected Businesses to Indicate  
Retirement Trends in Parksville  
1962-1987**

<b>Year</b>	<b>Dentists</b>	<b>Physicians and Surgeons</b>	<b>Real Estate</b>	<b>Rest Homes</b>	<b>Restaurants</b>
1962	1	2	2	0	6
1967	2	2	3	1	11
1972	3	3	5	1	14
1977	4	5	6	1	26
1981 <sup>1</sup>	5	7	13	2	28
1987	5	12	5	2	29

Source: local telephone directories

<sup>1</sup> 1981 used as 1982 not available

**Yellow Page Listings of  
Selected Businesses to Indicate  
Retirement Trends in Qualicum Beach  
1962-1987**

<b>Year</b>	<b>Dentists</b>	<b>Physicians and Surgeons</b>	<b>Real Estate</b>	<b>Rest Homes</b>	<b>Restaurants</b>
1962	1	3	3	0	2
1967	1	2	3	1	4
1972	0	1	6	1	5
1977	4	4	4	1	5
1981 <sup>1</sup>	4	5	8	1	10
1987	4	7	2	1	17

Source: local telephone directories

<sup>1</sup> 1981 used as 1982 not available

**APPENDIX C**

**COMMUNITY LEADER SAMPLE**

**POLITICIANS' OCCUPATIONS**

**Parksville Interviewees:**

**Qualicum Beach Interviewees:**

1: retired from food store	1: physiotherapist
2: retired businessperson	2: school teacher
3: chairman of homemakers	3: motel owner
4: lawyer	4: retired businessperson
5: excavating business	5: retired engineer
6: accountant	6: housing construction company
7: bank account manager	7: building design and construction
8: personal counsellor	8: electrical contractor

### BUSINESS LEADERS' OCCUPATIONS

#### Parksville Interviewees:

#### Qualicum Beach Interviewees:

1: hotel manager	1: motel owner for over 40 years
2: motel owner	2: motel owner
3: chief administrator of a continuing care facility	3: board of director of a continuing care facility
4: chief administrator of a continuing care facility	4: insurance business for over 40 years
5: restaurant owner	5: ceramic and leathercraft business
6: floor and window covering business	6: housing design and construction
7: sales of vacuum cleaners and sewing machines	7: real estate salesman
8: mall owner, lawyer, and judge	8: mall owner and electrical contractor
9: Parksville Chamber of Commerce representative	9: Qualicum Beach Chamber of Commerce representative

### SPECIAL INTEREST GROUPS

#### Parksville Interviewees:

#### Qualicum Beach Interviewees:

1: coordinator of District 69 Recreation from Parksville	1: coordinator of District 69 Recreation from Qualicum Beach
2: member of Parksville OAP	2: member of Qualicum Beach OAP
3: member of District 69 Historical Society	3: member of Qualicum Beach Historical Society
4: member of District 69 Historical Society	4: member of Qualicum Beach Historical Society
5: member of Society of Organized Services	5: member of Qualicum Beach Residents' Association
6: member of Parksville Seniors and Drop-In Centre Society	6: member of Qualicum Beach Residents' Association
7: member of Arrowsmith Ecological Association	7: member of Arrowsmith Ecological Association
8: member of District 69 Health Planning Society	8: member of District 69 Health Planning Society

## APPENDIX D

## SURVEY INSTRUMENT

**Part A:**

Let us start by looking at what this community means to you, and by examining what development options you would like to see occur in the future of this community.

- 1 - What are the qualities that you value the most about this community?

1 \_\_\_\_\_  
 2 \_\_\_\_\_  
 3 \_\_\_\_\_  
 4 \_\_\_\_\_  
 5 \_\_\_\_\_

- 2 - What do you feel is the major economic activity in this community?

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- 3 - What development initiatives (if any) would you like to see adopted here?

NONE WANTED \_\_\_\_ (or)

1 \_\_\_\_\_  
 2 \_\_\_\_\_  
 3 \_\_\_\_\_  
 4 \_\_\_\_\_  
 5 \_\_\_\_\_

- 4 - What do you see as the most important issues facing this community today?

1 \_\_\_\_\_  
 2 \_\_\_\_\_  
 3 \_\_\_\_\_  
 4 \_\_\_\_\_  
 5 \_\_\_\_\_

**Part B:**

Some communities such as this one are considering the retirement industry as a possible development option, so I would now like to direct your thoughts toward this topic.

- 5 - To what extent do you feel that the needs of this community's retired citizens are being met?

VERY ADEQUATELY      ADEQUATELY      NEUTRAL      INADEQUATELY      VERY INADEQUATELY      NOT SURE

- 6 - What facilities (if any), would you like to see developed here in the future for the benefit of retired citizens?

NONE NEEDED \_\_\_\_ (or)

1 \_\_\_\_\_  
 2 \_\_\_\_\_  
 3 \_\_\_\_\_

- 7 - What do you feel are the benefits and/or drawbacks to having retirement as an industry in this community?

	<u>BENEFITS</u>	<u>DRAWBACKS</u>
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____

Several opinions have been expressed about developing retirement as an industry in this area. Therefore, I would like to ask for your opinion on the following statements.

- 8 - This community should view the provision of services for retirees as a social responsibility.

STRONGLY AGREE      AGREE      NEUTRAL      DISAGREE      STRONGLY DISAGREE      NO OPINION

- 9 - This community should view retirement as a business opportunity.

STRONGLY AGREE      AGREE      NEUTRAL      DISAGREE      STRONGLY DISAGREE      NO OPINION





23 - How important do you think the tourism industry should be in the future of this community in terms of revenue?

VERY IMPORTANT | IMPORTANT | NEUTRAL | UNIMPORTANT | VERY UNIMPORTANT | NO OPINION

**Part D:**

Now I would like you to think about combining retirement and tourism as a possible development option for this community.

24 - With regard to the retirement and tourism sectors of the economy, which of the following options would you choose for future planning policies?

	<u>STRONG EMPHASIS</u>	<u>MODERATE EMPHASIS</u>	<u>NO EMPHASIS</u>
RETIREMENT	----	----	----
TOURISM	----	----	----
BOTH	----	----	----
NO OPINION	----		

25 - What resources (natural and human) do you believe this community has that appeal to both retirees and tourists?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

26 - What benefits and/or problems do you think might arise if both retirement and tourism became more prominent in this community in the future?

<u>BENEFITS</u>	<u>PROBLEMS</u>
1 _____	_____
2 _____	_____
3 _____	_____
4 _____	_____
5 _____	_____

27 - Do you believe that planning policies for the purpose of marketing are best dealt with at the local or the regional level?

STRONGLY FAVOR LOCAL	MODERATELY FAVOR LOCAL	MAKES NO DIFFERENCE	MODERATELY FAVOR REGIONAL	STRONGLY FAVOR REGIONAL	NO OPINION
----------------------------	------------------------------	---------------------------	---------------------------------	-------------------------------	---------------

28 - What development projects (if any), would you like to see with regard to both retirement and tourism in this community in the future?

NONE WANTED \_\_\_\_ (or)

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

29 - How do you feel a joint retirement-tourism development strategy would affect the following?

A) - the local tax base:

VERY POSITIVELY	NO POSITIVELY	IMPACT	VERY NEGATIVELY	NO NEGATIVELY	OPINION
--------------------	------------------	--------	--------------------	------------------	---------

B) - community property taxes:

VERY POSITIVELY	NO POSITIVELY	IMPACT	VERY NEGATIVELY	NO NEGATIVELY	OPINION
--------------------	------------------	--------	--------------------	------------------	---------

C) - employment for local residents:

VERY POSITIVELY	NO POSITIVELY	IMPACT	VERY NEGATIVELY	NO NEGATIVELY	OPINION
--------------------	------------------	--------	--------------------	------------------	---------

D) - the entertainment available for locals to enjoy:

VERY POSITIVELY	NO POSITIVELY	IMPACT	VERY NEGATIVELY	NO NEGATIVELY	OPINION
--------------------	------------------	--------	--------------------	------------------	---------

E) - the recreational opportunities for locals to enjoy:

VERY POSITIVELY	NO POSITIVELY	IMPACT	VERY NEGATIVELY	NO NEGATIVELY	OPINION
--------------------	------------------	--------	--------------------	------------------	---------

F) - the character of this community:

VERY POSITIVELY POSITIVELY NO IMPACT NEGATIVELY NEGATIVELY VERY NEGATIVELY NO OPINION

G) - the quality of life for locals:

VERY POSITIVELY POSITIVELY NO IMPACT NEGATIVELY NEGATIVELY VERY NEGATIVELY NO OPINION

30 - How compatible do you feel that the retirement and tourism industries are in this community?

VERY COMPATIBLE | COMPATIBLE | NEUTRAL | INCOMPATIBLE | VERY INCOMPATIBLE | NO OPINION

31 - A) - Do you feel that either the tourism or retirement industry has become more prominent in this community in recent years?

YES NO NOT SURE

B) - If YES, then which industry do you feel is more prominent now than in the past?

RETIREMENT TOURISM BOTH

32 - Do you have any additional comments that you would like to make concerning the feasibility of combining the retirement and tourism industries in this community in the future?

NO COMMENTS \_\_\_\_ (or)

-----  
-----  
-----  
-----  
-----

33 - This respondent represents:

A) - PARKSVILLE QUALICUM BEACH

B) - POLITICIANS BUSINESS LEADERS SPECIAL INTEREST GROUPS

Thank you very much for your time and cooperation.

## APPENDIX E

## DETAILED RESPONSES TO OPEN QUESTIONS OF SURVEY

Q. 1 - What are the qualities that you value the most about this community?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Environmental:</b>							
favorable climate	5	4	3	5	3	3	23
small town atmosphere	3	4	3	4	4	4	22
seaside community	4	4	1	2	2	1	14
lack of pollution	3	1	1	3	1	2	11
no heavy industry					2	2	4
good quality residential				2		1	3
<b>Social:</b>							
friendliness of people	3	2	3	1	3	3	15
support services for retirees	1	2	1		1	1	6
wide range of volunteer orgs.			3		2	1	6
culture - arts and crafts				1			1
<b>Aesthetic:</b>							
natural beauty of area	2	4	2	4	3	3	18
attractive town, beautification				1	2	2	5
setting as a tourist resort	1						1
<b>Recreational:</b>							
opportunities for recreation	1	1	2	2	2	3	11
availability of golf					3		3
fishing		1	1				2
<b>Economic:</b>							
business potential		3		1			4
low cost of living					1		1
<b>Other:</b>							
central location	3	3	2	3	4	1	16
relaxed pace of life			2	6	2	1	11
self contained district	1	2					3
good place to raise children			2			1	3
can have input in planning					2		2
balanced community	1			1			2
good planning				1		1	2
can maintain anonymity		1					1
<b>Total:</b>	<b>28</b>	<b>32</b>	<b>26</b>	<b>37</b>	<b>37</b>	<b>30</b>	<b>190</b>

Q. 2 - What do you feel is the major economic activity in this community?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
tourism	3	6	6	2	5	5	27
retirement	5	1		3	1	1	11
tourism and retirement				1	1		2
small business		1	1	1			3
services			1	1		1	3
bedroom community		1			1		2
retail and services					1		1
recreation						1	1
<b>Total:</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>50</b>

Q. 3 - What development initiatives (if any) would you like to see adopted here?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Recreational Opportunities:</b>							
pool facility		2	2		1	3	8
development of beach area	3	3			1		7
bike paths and sidewalks		3	1		1	1	6
more golf courses	1		1	1	1		4
more parks	1	1	1		1		4
marina	1			1	2		4
fishing pier				1	1	1	3
beachwalk	1		1		1		3
<b>Retirement Activity:</b>							
retiree condos and townhouses	3	1	2	3	2	1	12
retirement industry expansion	3	2	4	2		1	12
<b>Social Activities:</b>							
multi use community centre			2	1	3	2	8
youth activity centre	2		2		2	1	7
senior activity centre	1					1	2
<b>Tourism Activity:</b>							
tourism industry expansion	4	4	1	2	1	2	14
more tourist accommodation				1	1		2
<b>Light Industry:</b>							
employment in light industry	3	4		3	2	3	15

<b>Better Ambience:</b>							
beautification and maintenance	1	1	1		3		6
curb and gutter project	1	1	2				4
downtown revitalization	2	1					3
<b>Health Care:</b>							
acute care hospital			2	1		3	6
more continuing care facilities	1		2		1		4
emergency health care unit			1				1
<b>Services:</b>							
public transportation system			1	1	1	1	4
more shopping		2		1			3
better water supply		1	1				2
more parking			1				1
<b>Other:</b>							
arts and crafts cultural centre		1		2	2	1	6
highway bypass	1	1			1	1	4
movie theatre	2		1				3
convention facilities		1			1		2
museum					1	1	2
orderly growth of community	1				1		2
<b>Total:</b>	<b>32</b>	<b>29</b>	<b>29</b>	<b>20</b>	<b>31</b>	<b>23</b>	<b>164</b>

Q. 4 - What do you see as the most important issues facing this community today?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Effective Planning:</b>							
planning ahead		3			1	2	6
need for capable politicians	1	2	1	1			5
local or district planning		1	1	1	1		4
<b>Aesthetics:</b>							
community aesthetics	4	2	1		1		8
downtown revitalization	3	1					4
<b>Economic:</b>							
taxes for services and amenities	4		1	2	2		9
diversification of economy		2					2
providing jobs for locals		1					1
<b>Controlling Expansion:</b>							
community growth rate	1		2	2	2	1	8

expanding town boundaries						1	1
controlling land at town entrances						1	1
airport growth				1			1
<b>Social Needs:</b>							
satisfying youth needs		1				2	3
community hall				2	1		3
creating neighborhoods	1					1	2
<b>Health Needs:</b>							
hospital in area			2	1	1		4
more continuing care facilities		1		2	1		4
<b>Better Services:</b>							
upgrading municipal roads	4						4
public transport				2			2
water supply						1	1
new garbage dump						1	1
<b>Increased Recreation:</b>							
better use of waterfront area		1		1		1	3
fishing pier				1			1
multi use arena		1					1
<b>Expanding Tourism:</b>							
better marketing to bring tourists		1	3				4
<b>Needs of Seniors:</b>							
satisfying seniors' housing needs	1			1	1		3
<b>Other:</b>							
bypass to get traffic off beach	1	1	1	2	1	1	7
absentee landlords	1						1
satisfying needs of less fortunate			1				1
concern for the environment			1				1
<b>Total:</b>	<b>21</b>	<b>18</b>	<b>14</b>	<b>19</b>	<b>12</b>	<b>12</b>	<b>96</b>
<b>None Listed:</b>							
					2	1	3

Q. 6 - What facilities (if any), would you like to see developed here in the future for the benefit of retired citizens?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. L.	Pol.	Bus.	S. I.	
<b>Recreational:</b>							
activity centre (rec. focus)	4	4	4	1		2	15
lawn bowling greens	4	1	1				6
swimming pool	1		1		1	1	4
increased golf			1		1		2
better use of beach		2					2
pier fishing				1			1
<b>Housing:</b>							
condos and townhouses	3	3	2	4	4	3	19
more intermediate care beds	1		2	2	2		7
exclusive mobile home park	1			1			2
shared ages home (look after self)			1				1
<b>More Services:</b>							
para transit (like handyDART)	2	3	3	4	3	2	17
more homemakers		1	1	1			3
better roads			1			1	2
more retail stores				1			1
more police security				1			1
<b>Better Health Care:</b>							
acute care hospital	1	3	3	1	1	2	11
more extended care beds	1		2	1	1	1	6
medical services and facilities			1		2	2	5
physiotherapy and jacuzzi pools	1						1
<b>Social:</b>							
drop-in centre (social focus)	4	2	2	1	1	2	12
community centre		2		2	2		6
more social clubs		1				1	2
arts and crafts centre			1	1			2
<b>Convenience:</b>							
more sidewalks and benches		1	1			1	3
better postal service (superboxes)		1	1				2
<b>Total:</b>	<b>23</b>	<b>24</b>	<b>28</b>	<b>22</b>	<b>18</b>	<b>18</b>	<b>133</b>
<b>None Wanted:</b>						1	1

Q. 7 - What do you feel are the benefits and/or drawbacks to having retirement as an industry in this community? **BENEFITS:**

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Economic:</b>							
stable economy	2	5	3	4	1	2	17
more revenue - disposable income	2	4	3	3	3	1	16
increased employment		2	1				3
bigger tax base					1	1	2
do not go on strike	1						1
<b>Social:</b>							
can utilize knowledge and expertise	4	4	3		4	5	20
good volunteers	2		3	2	2	3	12
socially stable mix		1	1	1		2	5
<b>More Services and Facilities:</b>							
more small businesses supported	1	1	1		2		5
more services		1	1	1			3
more medical facilities			1	1			2
more recreation			1		1		2
<b>Environmental:</b>							
a clean industry	1	2	1	1	1	1	7
<b>Aesthetic:</b>							
pride in home and town	1	1			2	2	6
<b>Other:</b>							
less crime	1				1	1	3
attract tourists who visit them		1			1		2
attract wealthy people				1			1
attract other retirees	1						1
<b>Total:</b>	<b>16</b>	<b>22</b>	<b>19</b>	<b>14</b>	<b>19</b>	<b>18</b>	<b>108</b>
<b>None Listed:</b>	<b>2</b>		<b>1</b>			<b>1</b>	<b>4</b>

Q. 7 - What do you feel are the benefits and/or drawbacks to having retirement as an industry in this community? **DRAWBACKS:**

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Cost of Facilities and Services:</b>							
cost of health care	2	1	3		1	1	8
providing facilities and services			1	2	1		4
cost of public transport			1		1		2
cost of recreation			1				1
<b>Not Good for Youth:</b>							
lack of interest in youth			2	1	1	1	5
few opportunities for youth	1	2			1		4
do not support school taxes	1	1				1	3
age imbalance in community				1	1	1	3
<b>Lack of Community Interest:</b>							
not a progressive attitude	1	4		1	2	2	10
lack of interest in community	1	1	1			1	4
<b>Little Income for Community:</b>							
do not overspend		2	2	2	1	1	8
not a good tax base	1						1
<b>Total:</b>	<b>7</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>53</b>
<b>None Listed:</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>21</b>

Q. 16 - What tourist facilities (if any), would you like to see developed here in the future?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>More Fishing Facilities:</b>							
marina with charters		2		4	7	2	15
fishing pier		1		4	1	1	7
<b>Other Recreational Facilities:</b>							
more golf courses		2	1	2	3		8
community recreation centre	1	2	1	1		1	6
public swimming pool	2		1		2		5
water slides		1					1
cycling path			1				1
<b>More Cultural Facilities:</b>							
cultural centre		1	1	2	2		6

movie theatre	2	1		1		1	5
museum			2	1		1	4
more live entertainment	2		2				4
<b>Better Use of Beach:</b>							
more facilities at beach	3	2		1	2		8
beachwalk promenade	3	2	1		1	1	8
better beach maintenance	1						1
<b>More Tourist Accommodation:</b>							
destination resort hotel	3			1	3	1	8
RV park with recreation		3	1			1	5
more campsites	1				1		2
more bed and breakfast places			1				1
<b>Enhance Environment:</b>							
bus tours to view nature and parks	1	1			1	2	5
reopen bird sanctuary					2		2
develop Horne Lake Caves		1	1				2
more parks					1		1
<b>Better Aesthetics:</b>							
more town beautification		1	1		1		3
<b>Better Services:</b>							
more sidewalks					1		1
RV parking	1	1					2
<b>Other:</b>							
better marketing - access to info.		1	2		1	2	6
convention centre	2	1	1		1		5
upgrade existing tourist facilities	2	1					3
upgrade highway			1			1	2
Fantasy Garden type of place				1			1
car racing track			1				1
develop an area theme		1					1
<b>Total:</b>	<b>24</b>	<b>25</b>	<b>19</b>	<b>18</b>	<b>30</b>	<b>14</b>	<b>130</b>
<b>None Needed:</b>		<b>2</b>	<b>2</b>	<b>2</b>		<b>3</b>	<b>9</b>

Q. 17 - What do you feel are the benefits and/or drawbacks to having tourism as an industry in this community? **BENEFITS:**

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Stronger Economy:</b>							
strengthens economy	8	8	8	6	4	6	40
increased employment	1	3		2	1	2	9
stronger tax base		1			2		3
<b>Better Social Environment:</b>							
become permanent residents	3	4		2	2	1	12
social contacts when new people			1		2	2	5
<b>More Services and Facilities:</b>							
more recreation facilities			2		4	2	8
more restaurants		2		1	1		4
more small businesses - shops		2		1			3
<b>Better Physical Environment:</b>							
clean, non-polluting industry	1		1	1	3		6
<b>Better Community Aesthetics:</b>							
more beautification improvements	2	1	1	1	1		6
<b>Other:</b>							
better quality of life				1			1
cheaper prices when competition					1		1
attractions already here for them					1		1
<b>Total:</b>	<b>15</b>	<b>21</b>	<b>13</b>	<b>15</b>	<b>22</b>	<b>13</b>	<b>99</b>
None Listed:					1	1	2

Q. 17 - What do you feel are the benefits and/or drawbacks to having tourism as an industry in this community? **DRAWBACKS:**

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Overcrowding:</b>							
congestion of roads	1	5	3	2	1	1	13
pressure on services and facilities		1			1	1	3
<b>Economic:</b>							
seasonality and cyclical		1		2	2	1	6
increased cost of policing			1		2		3
do not overspend	1					1	2
tax increases when more facilities			1			1	2
more wear and tear on community			1			1	2
low paying jobs				1			1
<b>Environmental:</b>							
less regard for environment		1		2	1	2	6
lose village atmosphere, serenity				2			2
<b>Social:</b>							
interests differ from locals			1		1	1	3
clash with retirees		1					1
<b>Total:</b>	<b>2</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>44</b>
None Listed:	6	3	3	3	6	3	24

Q. 25 - What resources (natural and human) do you believe this community has that appeal to both retirees and tourists?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Environmental:</b>							
beach	3	7	3	3	6	7	29
natural scenery and parks	3	4	2	6	6	3	24
climate	5	5	3	2	5	2	22
small town ambience	2	3	2	1	1	2	11
<b>Recreational:</b>							
fishing	1	5	2	4	5	3	20
proximity to outdoor recreation	2	3	3	4	1	5	18
golf courses		1		5	6	4	16
<b>Services:</b>							
services, such as restaurants		2	1	1	1	1	6

shopping		1	1		2	1	5
good medical service	1	3	1				5
airport			1	1			2
bus service	1					1	2
ambulance service	1						1
<b>Social:</b>							
friendly people	3	2	2	1	2	2	12
<b>Aesthetic:</b>							
clean environment	3		1	1	2		7
beautification			1	1	1	1	4
<b>Cultural:</b>							
theatre and the arts		1	1	2			4
museum			1				1
special events - Sandcastle Contest			1				1
<b>Economic:</b>							
low cost of living		1					1
growth potential for business		1					1
<b>Other:</b>							
central location	3	1	1	2			7
high standard of living		1	1		1		3
good planning by town councils						2	2
<b>Total:</b>	<b>28</b>	<b>41</b>	<b>28</b>	<b>34</b>	<b>39</b>	<b>34</b>	<b>204</b>

Q. 26 - What benefits and/or problems do you think might arise if both retirement and tourism became more prominent in this community in the future? **BENEFITS:**

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Stronger Economy:</b>							
economy will be strengthened	7	4	6	6	6	2	31
increased employment	1	1	2		1	3	8
better tax base		4			3	1	8
increased standard of living		1		1			2
<b>More Services and Facilities:</b>							
more services and facilities for all	1	4	3	2	1		11
recreation and leisure facilities	2	2	1		2	3	10
more medical services		2	1			1	4
more things done - sidewalks, etc.	1		1		1		3
more arts and crafts		2			1		3
viable public transportation	1	1					2

more small businesses - stores, etc.		1					1
<b>Better Community Aesthetics:</b>							
more attractive - beautification	1	2	1	1	3		8
<b>Better Social Environment:</b>							
more social interaction		1	1		2	1	5
<b>Other:</b>							
encourage each other	1	1					2
better focus for planning			1				1
increased enjoyment of community	1						1
<b>Total:</b>	<b>16</b>	<b>26</b>	<b>17</b>	<b>10</b>	<b>20</b>	<b>11</b>	<b>100</b>
None Listed:				1		3	4

Q. 26 - What benefits and/or problems do you think might arise if both retirement and tourism became more prominent in this community in the future? **PROBLEMS:**

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Cost of Services and Facilities:</b>							
need to upgrade amenities	3	1		2	2		8
higher cost of living	1	1		1		1	4
police costs up as more crime	1			1		1	3
<b>Overcrowding:</b>							
overcrowded roads	2	2	1			1	6
overcrowded recreational facilities			2	1	2	1	6
parking problems		1	1			1	3
<b>Lose Small Town Ambience:</b>							
lose small town atmosphere			1	1	2	2	6
spoil natural beauty		1	1		1	1	4
may lead to disorderly development		1			1		2
<b>Conflicting Social Ideals:</b>							
different interests and attitudes		1			2	2	5
retirees against tourism changes		1				2	3
community competition may result			1				1
<b>Total:</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>6</b>	<b>10</b>	<b>12</b>	<b>51</b>
None Listed:	4	4	3	4	4	3	22

Q. 28 - What development projects (if any), would you like to see with regard to both retirement and tourism in this community in the future?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Recreation:</b>							
public swimming pool	3	1	4	2	3	4	17
marina				4	6		10
recreation centre		3	2	1	1	3	10
more golf courses	2	1	1		3		7
fishing pier				3	3		6
waterfront walkway	1	2	1				4
more tennis courts						1	1
guiding for fishing and hunting				1			1
<b>Environmental Projects:</b>							
beach upgrading - trees, benches	2	1			1		4
upgrade and expand parks	1				1		2
ecological centre			1				1
bird sanctuary reopened					1		1
conservatory with plants					1		1
<b>More Services:</b>							
transit system	1		1	2	2		6
upgrade streets and more parking		1	2				3
<b>Better Health Care:</b>							
hospital	1		1	1		2	5
more health services	1		2	1			4
<b>More Cultural Attractions:</b>							
movie theatre			1	1	1	1	4
museum			1	1		1	3
cultural centre				1			1
<b>Place for Social Events:</b>							
community centre or hall	3	1	1	1	1		7
<b>Improve Aesthetics:</b>							
better town aesthetics		2	2				4
<b>Other:</b>							
destination resort hotel	2				1	1	4
develop Parksville flats	1	2					3
PV and QB should work together	2		1				3
townhouses and condos to rent					1	1	2
convention facilities	1		1				2
highway bypass						1	1

reasons to come in off season	1						1
<b>Total:</b>	<b>22</b>	<b>14</b>	<b>22</b>	<b>19</b>	<b>26</b>	<b>15</b>	<b>118</b>
None Wanted:		2		2		1	5

Q. 32 - Do you have any additional comments that you would like to make concerning the feasibility of combining the retirement and tourism industries in this community in the future?

	PARKSVILLE			QUALICUM BEACH			Total
	Pol.	Bus.	S. I.	Pol.	Bus.	S. I.	
<b>Are Compatible:</b>							
enhance each other		1	5	2	2	1	11
want orderly growth of both	2	1		2		1	6
happier place when both			2	1			3
same infrastructure for both			1	1	1		3
want a balance of both				1	1	1	3
should combine when marketing	1				1		2
councils - realize both important		2					2
need a committee to promote to both					1		1
want condos to rent to both		1					1
tourists come when retirement	1						1
better quality of life when both			1				1
<b>Neutral:</b>							
need good councils to promote them	1					1	2
want sophisticated ret. development	1	1					2
need better maintenance if both		1					1
real estate turnover high if retirees	1						1
prefer retirement to tourism	1						1
retirees should like tourists		1					1
employment is in tourism		1					1
should stop building tourist accom.	1					1	1
<b>Are Not Compatible:</b>							
the two have different interests				1			1
quality of life may decrease if both						1	1
<b>Other:</b>							
councils should work together	1	1		1			3
need economic development officer		1					1
need a focus to decide what want		1					1
<b>Total:</b>	<b>10</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>6</b>	<b>5</b>	<b>51</b>
No Comments:	2	3	3		4	4	16

## VITA

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### Educational Institutions Attended

MALASPINA COLLEGE, NANAIMO, B. C. 1980 to 1984

UNIVERSITY OF VICTORIA, VICTORIA, B. C. 1984 to 1988

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Associate in Commerce (Marketing) 1982 Malaspina College, Nanaimo

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### Title of Thesis

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in Parksville and Qualicum Beach, British Columbia

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### Author



Danny Mervin Foster

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