

DAVID THOMPSON SECONDARY SCHOOL

Upper Columbia Valley Culinary Tourism

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Case Study



**Alison Bell**

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We are grateful for the opportunity to participate in such a tremendous learning activity, which has helped us develop skills we may not have otherwise learned in our formal education. This case study has offered us a great integration of education and business, and we thank the Global Travel & Tourism Partnership for its leadership as well as each of its supporting organizations, who are leaders in their respective fields.



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## Introduction

The **Upper Columbia Valley** is a vibrant and friendly community nestled between the Purcell Mountain range and the Canadian Rocky Mountains, within the regional district of East Kootenay in southeastern British Columbia, Canada. “The Valley” encompasses the communities of Invermere, Radium Hot Springs, Windermere, Fairmont Hot Springs, Edgewater and Canal Flats, as well as the **Ktuxana and Shuswap First Nations**, for a total valley population of 10 000. Invermere is the largest community in the Upper Columbia Valley; it has 3 000 permanent residents and is a popular destination for many tourists and seasonal residents. The population can climb to 40 000 on a busy summer weekend. The **Valley’s** beautiful mountainous setting and warm lake offer winter and summer tourism activities, including skiing, snowboarding, hiking, swimming, water skiing, fishing, golfing, biking and relaxing on the beach. In addition, it is in close proximity to the city of Calgary, Alberta, which has an international airport. This makes it an ideal location for domestic and international travelers.



Figure 1 A view of the Upper Columbia Valley and the family farm of Emily & Sarah Zehnder

## Problem Statement

Tourism has been described as one of the chief economic drivers in the Upper Columbia Valley of British Columbia (Bell, 2010), as are resource-based industries such as logging and mining. The Upper Columbia Valley boasts a sizable tourist market, affluent seasonal residents, a strong history of agriculture, a high school that has been recognized across Canada for its local food education initiatives, and a number of non-profit organizations working to promote local food and sustainability principles. Despite these community attributes, there is a void of culinary tourism opportunities and no identifiable culinary tourism plan in place in the Upper Columbia Valley. An enhanced culinary tourism sector could provide new opportunities for economic development and strengthen the local food system.

## Purpose

With great tourism potential, it is puzzling that culinary tourism- said to be one of the fastest growing areas of the tourism industry does not hold a prominent place in our area. A visitor to this valley, hoping to experience Upper Columbia Valley cuisine, would find it difficult. Even though there are many restaurants and resorts, farmers' markets, and a recent increase in both local growers and artisan food producers, virtually none of the local food that is sold or prepared is labeled as grown in our valley. The absence of an obvious culinary tourism identity and opportunities may be rooted in a lack of awareness about the contributions culinary tourism can make to an area. This may be because tourism initiatives currently underway are occurring independently of one another, and there is no tourism-related network.

The objective of our case study is to explore why culinary tourism is not more developed and to demonstrate how culinary tourism can benefit our community both socially and economically, as it has in numerous communities and regions across Canada. Regions such as the **Okanagan** in British Columbia and Ontario's **Niagara region** will be used as examples of successful culinary tourism regions in Canada. We will use the information we uncover to inform and educate the local and visiting populations about the history of agriculture, the local farming community, about native food supply, and food producers whose products contain locally grown ingredients. We also hope that our findings will contribute to the formation of a cohesive culinary tourism network and the development of a local food branding logo.

## Canadian History

Canada has a unique agricultural history, due in part to the distinct differences in climate, topography, and colonial history. For example, Newfoundland, a maritime province, is a rocky outcrop on the Atlantic Ocean. Ontario, a central province, is a major source of fresh water due to **the Great Lakes**. Saskatchewan is in the middle of the flat prairies while British Columbia is heavily treed and home to the Rocky Mountains. The British colonized most of Canada; however, France colonized many regions, most notably Quebec.

Currently Canada's main regionally recognized food



products include wheat in the prairie provinces; seafood on both the East and West Coasts; cheese in Quebec; cattle-ranching and beef in Alberta; wine in Quebec, Ontario, and The Okanagan; As well as dairy in British Columbia and Ontario.

## **British Columbian History**

British Columbia has a rich history that includes **First Nations** culture, gold rushes and the **Canadian Pacific Railway**.

Today British Columbia's main sources of income from agriculture are dairy farming and fish farming. Cattle ranching, poultry operations, orchards, and vegetable production are close behind. Provincially, agriculture is the third largest industry, following forestry and mining. The **Lower Mainland** and the Okanagan regions have many orchards and vegetable operations. **Vancouver Island** is known for dairy farming, and the **Coast** area boasts an excellent seafood industry; commercial fishing is the fourth largest provincial industry. In the early part of the twentieth century, wild salmon fishing and canneries were the main sources of employment on the **West Coast**. There is also a rich assortment of food choices throughout the province, which includes many ethnic foods (Kopp, 2013). Food production in British Columbia abounds; however, the number of farms and the size of farms decreased between 2006 and 2011 (Government of Canada, 2013).

## **Upper Columbia Valley Cultural Agricultural and Culinary History**

Today, most people come to the Upper Columbia Valley for recreational purposes, but this has not always been the case. At the end of the 19<sup>th</sup> century, when the first European settlers arrived, they were drawn by mining opportunities; agricultural opportunities followed. Before European contact, the Valley was part of the traditional hunting and gathering grounds of the **Shuswap** and **Ktuxana** people, the local indigenous populations. Years later, numerous affluent families from Britain came to start new lives as gentlemen farmers and orchardists (Bell, 2010).

Fruit production did not flourish, but cattle farmers did well; cattle production has been the main form of local food production since WWI. In recent years, government policies have restricted the processing of local meats and currently the Windermere District Farmers' Institute is establishing an abattoir in the area. The establishment of a local abattoir has the potential to greatly increase local food production and food security as well as support the enhancement of culinary tourism opportunities.

## Methodology

We conducted extensive research throughout the spring of 2013. As well as interviewing notable and local culinary/ gastronomic tourism experts, we read books, attended locally conducted seminars and a public hearing, read reports, and gained knowledge from government websites.

## Interviews

We interviewed people with a broad range of backgrounds, from world-renowned experts to local producers, asking for their definition of culinary tourism as well as their opinions and suggestions for the improvement of culinary tourism in **the Valley**. Included in this list was Australian gastronomy professor and food historian, Barbara Santich. Barbara Santich introduced us to the concept of base starter and base data, in other words, doing research and making an inventory of our current state to discover what needs to be improved. We also interviewed Canadian food writer and culinary activist, Anita Stewart, as well as cultural tourism guru, Steven Thorne. Steven Thorne is currently consulting with a local organization which is working to define our region's cultural tourism identity. Locally, we met with many insightful individuals such as culinary figures, government experts, producers, food artisans, restaurant and business owners, and successful culinary entrepreneurs in near-by areas. Everyone suggested new and interesting ideas, and many of the local residents we interviewed had strong opinions on how to approach culinary tourism —there are many enthusiastic individuals in this region. For example, a local restaurant owner was passionate about bringing restaurant owners together and cutting down transportation costs by so-called “piggy-back” shipping, a process by which several businesses share shipping costs to reduce the financial burden of our rural location. Another example was from a local garden coordinator, Bill Swan, who informed us that a project was underway locally to build a communal kitchen for small-scale producers to share. Finally, Invermere's Mayor, Gerry Taft, made us aware of the struggles local businesses have with seasonal tourism. We understood him to mean that businesses have difficulty surviving the off-season. While these were the general trends and thoughts of our local residents, we would like to expand on the comments of three international experts: Anita Stewart, Barbara Santich, and Stephen Thorne.

Anita Stewart is one of Canada's major agricultural and culinary tourism experts. Being the first Canadian to earn a Master of Arts in Gastronomy, she has written several cookbooks and other culinary related books including: The Flavors of Canada, A Taste of Comfort, and Canada's Great Country Inns. In addition to being a prolific author, she is the first culinary journalist to be awarded a lifetime membership as a Professional **Agrologist** by the Ontario Institute of Agrologists for her outstanding contribution to Ontario agriculture. Anita Stewart continues to lead countless journalists from Canada and abroad on culinary tours (Stewart, 2013).

Barbara Santich is a world-renowned food writer. She lives in Australia and has written for Australian and international journals, magazines, and newspapers. She has written three books: What the Doctors Ordered, The Original Mediterranean Cuisine, and Looking for Flavour. Barbara Santich also works as a professor at The University of Adelaide teaching in the Graduate Program in Food Studies.

Steven Thorne specializes in place-based cultural tourism, helping communities develop a holistic planning approach to enhance cultural tourism in an area. He is currently working with our region to inventory our tourism assets and ultimately develop a marketing model; culinary tourism is one strand of his work and we have assisted in his inventory within this sector. Steven Thorne holds a graduate degree in Leisure Studies from the University of Waterloo (Thorne, 2013). As well he teaches a course named “Cultural Tourism: Realizing the Opportunity”, offered through the Cultural Resource Management Program at the University of Victoria.

The majority of our interviews were done in person and recorded via audio or video as well as written notes. We also conducted email and Skype interviews with individuals whom we could not meet in person. For all of our interviews, we started by asking a few set questions, determined by their position, followed by a more focused conversation related to the individual’s background and position regarding culinary tourism as below:

- 
- How can you define culinary or food tourism?
- Do you believe culinary/food tourism exists in the Upper Columbia Valley and if so, what influence does it have?
- Can you describe any culinary tourism opportunities in the Upper Columbia Valley?
- Do you believe there are ways in which you could provide culinary tourism experiences?
- How do you think culinary tourism could be promoted/achieved in the Valley?
- Would culinary tourism in an area effect how attractive that area would be to you?
- How do you think the Upper Columbia Valley could make its agriculture more accessible to tourists?
- How many tourists/visitors frequent your establishment daily/weekly at peak times and during shoulder seasons?
- How could we make culinary tourism less seasonal in the Valley?
- What factors, if any, can you see preventing the expansion of culinary tourism in the Valley?
- Are there any other individuals or resources you feel we should utilize as we continue on our project?

#### **Government Proceedings and Web Resources**

The Canadian Government census provided us with useful statistics to analyze and get an understanding of many aspects of our valley and other regions of Canada. To get a feel for what our local community thinks about culinary tourism and how it could develop in the area, we attended a public hearing concerning a potential abattoir and travelled to a local seminar where the keynote speaker talked about cultural tourism and how it could be related to food. The abattoir hearing was attended by over 150 community members who debated the aesthetics and function of a micro-abattoir and its significance for local food security. As well, we gained understanding from web sources including local, national and international sites, learning about initiatives other locations have taken, what was successful, what was not so successful and why.

Our wide variety of sources helped us create what we believe represents a well-developed understanding of culinary tourism in our region.

## **Analysis**

As defined by the World Food Travel Association, culinary tourism is: “The pursuit and enjoyment of unique and memorable food and drink experiences, both far and near” (World Food Travel Association, 2012). However, during our interviews we realized that coming up with a short, clever definition is a very difficult task. We interviewed many individuals from various backgrounds and asked them to give their personal definition of culinary tourism. The responses were quite diverse; some people, generally our peers and government officials, took the words in a very literal sense. Typically local residents considered culinary to mean food and tourism to mean travel to another area, therefore implying that culinary tourism must simply mean food tourism. On the other hand, people often mentioned the word atmosphere in their definition and described culinary tourism as an experience. This suggests that to many, culinary tourism is about engaging all five senses as well as adding a social aspect to food. We also noticed that people’s definitions were biased towards the sector they represented. For example, there is great contrast between how a farmer responded to the question as compared to a café owner. Specifically, farmers typically talked about educating tourists through **agro tourism** activities, such as farm tours, whereas a café owner focused on the consumption of food.

Culinary tourism is not always about the kitchen or visiting a new place; often culinary tourism is about the experience and learning. A term that we were introduced to in our interview with Barbara Santich, is ‘gastronomic tourism.’ It is a more broad term than culinary tourism that includes agricultural tourism. Whether the experience is educational or social, the Upper Columbia Valley makes for a beautiful place to experience food.

Food is an important industry in Invermere. According to the most current available statistics, 6.7% of jobs in the Upper Columbia Valley come from food services/production and drinking establishments. That is similar in size to the education sector of the Upper Columbia Valley.

However, there is room for growth. Kelowna, BC, a nearby lake community well known for its food and drink, has a food service and drink workforce made up of 7.9% of the city's labor force (The Government of British Columbia, 2012).

### **Interview themes**

During our research, we interviewed many local and international individuals. We spoke with numerous ranchers, farmers, chefs, restaurant/ café owners, government officials, food processors, and manufacturers, and the manager of an employment centre; through these interviews we heard many opinions and unique ideas. Three predominant themes came up in our interviews: a potential for growth, a need for networking, and a desire for improved marketing.

### **Potential**

A recurring theme in every interview we conducted was that culinary tourism in the Upper Columbia Valley has great potential, highlighting the optimism felt by local residents because of the various culinary possibilities present in this region. As Wendy Booth, a government official, says, “we have the pieces...but there is no way of getting from start to finish” (Booth, 2013). We have all the building blocks and are more than capable of creating a unique, developed culinary tourism industry. Interviewees talked mainly about three main building blocks which need to be further explored to realize our potential: the community's location, its market, and its pre-existing culinary opportunities.



Nestled right in-between the scenic Rocky and Purcell Mountain ranges, Invermere's location is not only beautiful but it also provides visitors and locals with many exciting outdoor activities. The dramatic contrast in seasons provides variety in the types of activities offered by the Valley and its residents. Whether tourists come to go skiing, to experience the Valley's **natural hot springs**, to spend their days boating, or to just enjoy the scenery, they are always impressed with our location and stunning natural beauty. Our valley's

setting gives us a huge advantage in the tourism sector. It grabs tourists' attention and brings them here to visit; however, bringing them in is not enough because we have to keep them here and invite them to return to the area by offering a more holistic tourism experience. There are many equally beautiful mountain communities surrounding Invermere and the addition of culinary tourism may be just what is needed to set the Valley apart.

In addition to the region's stunning landscape, the Upper Columbia Valley's proximity to Alberta provides a steady source of tourists and second-home owners. Our pre-existing tourism base would provide a strong market for an advanced culinary tourism sector in the Valley. Invermere draws in adventurous tourists who would be excited by original and unique gastronomic opportunities.



Another element that adds to the potential of a culinary tourism sector in the Valley is the existing culinary and agricultural businesses. The Upper Columbia Valley offers a wide variety of food adventures and currently has many gastronomic gems. Although locals of Invermere are familiar with the many hidden culinary secrets of the Valley, visitors often travel through the area without discovering these unique businesses. Some of the Upper Columbia Valley's gastronomic opportunities include:

- Food Artisans
- Community Gardens
- Restaurants/Cafés
- Local Brewery
- Farmers' Markets
- Food Trucks

As we have been interviewing the different businesses, we have discovered many ways in which these businesses could improve culinary tourism in the Upper Columbia Valley by addressing certain weaknesses:

Most artisans are trying to cater to the differences in demand and the amount of product needed during shoulder and tourist seasons.

The **community greenhouse**, operated by **GroundSwell**, is currently open year-round, but is not a tourist attraction due to limited exposure and marketing beyond the local community. This greenhouse operates rental gardening beds for whomever wishes to grow their own produce but do not have space for a garden at home. The greenhouse also grows fresh produce for the David Thompson Secondary School cafeteria, as well as selling produce at the local farmers' markets and donating to the **food bank**. **Edible Acres**, a local farm, works with one of the elementary schools to teach younger students about where food comes from, provides fresh produce for the food bank and **food boxes** for customers in the community, and also sells their produce at the local farmers' market. Both of these producers have the potential to draw in tourists due to the unique qualities of each facility, but there is a lack of cohesion and marketing to let more people know about them.

Several of the small communities in this region operate summer Farmers' Markets one day a week; these markets are a huge draw for tourists as they offer locally grown/made food and

goods. Invermere hosts the largest market in the Valley each Saturday morning during the summer. However, it is limited in terms of the space it occupies and its short season. The Invermere Farmers' Market could become a bigger event that could contribute to more tourist visits if it had a more permanent space that would allow more stalls to be set up and allow it to operate for more than one day a week during the summer. Recently, the implementation of B.C. food regulations has changed, making it more difficult for small business owners, such as those at the Farmers' Markets, because their goods (e.g., baking) must be prepared in a kitchen that has been certified as compliant with “**Food Safe**” regulations.

One of the restaurants, From Scratch- a Mountain Kitchen in Fairmont, contains a mini-market and is currently selling some local goods such as cheeses, meats, honey, and pasta, among other items. They are also doing cooking classes and trying to incorporate as many local ingredients as possible in their menu. At From Scratch, they are also trying to raise awareness about local food and want to improve the marketing of culinary tourism. Lara, one of the owners, has a degree in marketing, and is a vocal advocate for the need to improve the culinary tourism sector of the Upper Columbia Valley.

**Kicking Horse Coffee** is also located in our valley and is the largest fair trade coffee-roasting company in Canada, aiming to expand further into the United States of America and bring fair trade coffee into more households and minds. They could do factory tours, which would allow tourists and locals alike to learn about the process of coffee roasting and bean harvesting and to taste various coffees.

Most **locals** find out about these culinary gems “**through the grapevine**”; either they hear about it from someone else or notice that changes are taking place and do a little digging to find out what is going on themselves. Sometimes, these new and improving businesses are in the local papers, advertising their new opportunities for tourists.

The best way to promote our culinary tourism is to market the sector as a whole unit and to focus on developing the marketing and not focus on the individual factions and businesses. This idea is further expanded in the marketing section of this case study.

Most businesses within our community seem to see the benefits of enhancing aspects of their operations to enhance culinary tourism in the Valley; however, they are reluctant to take a leadership role in unifying the sector due to lack of time.



## Networking

Businesses within the Valley ought to realize that a key to transforming our current state of disjointed culinary tourism into a cohesive industry is the development of a networking strategy. Networking can be defined as a supportive system of sharing information and services among individuals and groups having a common interest, and in our case, it would bring individuals involved in all aspects of culinary tourism together to create connections and opportunities.

Vancouver Island is another area in B.C. that has a plethora of culinary tourism. In fact, it is one of the most popular culinary destinations due to the fact that within North America, the city of Victoria, B.C. is second only to San Francisco, California, USA with the number of restaurants per capita. They are known for their cheeses, seafood, wine, cider, beer, meats, and produce, among other items. This region has the perfect climate for unique grapes, which in turn, create unique wines. Another remarkable thing about this area is that they have helped create the legendary **West Coast Cuisine**. Vancouver Island also has many activities for people to become involved with their food, such as mushroom hunts and seaweed tours, numerous cooking classes, and farm/winery/brewery/culinary tours.

Vancouver, the largest city in British Columbia, boasts a community kitchen (Figure 2.0) which allows small and emerging businesses to rent out a commercial kitchen to run their business without the stress and limitations of buying their own commercial kitchen (The Common Kitchen, 2013). Vancouver also hosts many food festivals celebrating different cultures, different chefs, harvest etc.



**Figure 2** The “Common Kitchen” in Vancouver, BC



**Figure 3. Images above are from a past Vancouver food festival, “Vancouver Eats!” which includes unique food experiences, opportunities to learn behind-the-scenes culinary magic from professional chefs, and entertainment through celebrity chef contests.**

The beautiful **Okanagan**, also in British Columbia, is a prime example of successful culinary tourism. This may be in part due to the “Okanagan Chefs’ Association” who promote local, provincial, and national networking of their chefs. They promote their talents and opportunities within their own network, thereby establishing a pool of resources and invaluable connections (Okanagan Chefs Association, 2013).

In other words, we could use models from around the province to improve the Upper Columbia Valley to make it stand out with its style of cuisine and figure out what can only be produced here. Throughout our research, it became apparent that there was a deficit of any organized networking in the Upper Columbia Valley. There are a variety of creative ways that networking could be established within our valley including the following.

- Establish gourmet dinner cruises and tours that connect multiple vendors/producers.
- Hold a meeting where all of the ‘players’ involved in culinary tourism in this area could get to know each other and share ideas.
- Have businesses promote each other by letting their customers and/or consumers know about other food opportunities in the Valley.
- Construction of a communal commercial kitchen in which smaller businesses and individuals may manufacture and assemble food products to sell to the public in a certified kitchen.
- Piggyback orders in order to reduce shipment costs.
- Increase interaction between producers and restaurants, making it more likely restaurants will get the product they want and giving farmers opportunities to expand their crops.
- Connect all agri-tourism opportunities, making them much more accessible and visible to tourists.

- Create more and larger food festivals than those that already exist; they might run for a few days and would include a larger variety of businesses that are involved in food.
- Establish of a chefs' association.
- Unify a marketing effort selling our region as a whole not as individual restaurants, cafes, bars and products.
- Offer a food tour that also features outdoor activities like cycling, hiking, and/or kayaking for those who would like the best of both worlds.

Within the competitive tourism market, it may be hard to look to fellow businesses as a part of the same team, but with the current position of culinary tourism, this mentality will benefit everyone involved. This region has the potential to increase the number of visitors, enhance food security, protect smaller businesses from being bought out by fast food chains and create a stronger sense of community. Networking, as stated by many of the people interviewed, seems a crucial step towards the enhancement of culinary tourism in our valley.

## **Marketing**

A major weakness in the culinary tourism industry of the Upper Columbia Valley is the lack of cohesive marketing. Although there are many strong marketing campaigns in the Valley, as mentioned above, a method to successfully market the area as a whole has yet to be developed. Often businesses are so focused on marketing themselves that they overlook the fact that a collective approach could be more beneficial and effective. Instead of strictly working by themselves, these culinary businesses should work together to act like an industry. There is a lot of local support, but these ideas are not being acted upon. Bill Swan, a Groundswell Network Society associate, puts this nicely: "The food producers, preparers, and salespeople could get together and say 'let's market this region as a food region. Let's all put a little bit of time and money into this and produce a common marketing strategy'" (2013).

There are many ways in which the Colombia Valley region could exploit this opportunity: advertising, a seal of approval or local food logo, food festivals, and farmers' markets and taste trails are just the beginning of a long list.

Firstly, probably the most well-known method of marketing is conventional advertising. There are advertisements for individual restaurants and other parts of this industry in local newspapers, pamphlets and so forth, but there is nothing substantial. A few ads that say "Hey! Check out Invermere where the food tastes as great as the mountains look" could be key in further developing the Valley. In our Valley, many recreational activities advertise this way, including the many local golf courses as well as the ski hills. Instead of saying that one business is better than another, they could emphasize that there are many of them, and that you can try them all. Interestingly, the nine golf courses in our region have united their marketing strategy to great

success. There are numerous ways in which businesses can support each other; an example of this would be to have local hotels give out coupons and/or gift vouchers towards restaurants and farms during the **off-seasons**. Tactics like this would benefit the entire tourism industry in the Upper Columbia Valley and may bring in more people during the slower months.

Another idea is that there could be some form of a local ‘Seal of Approval’. A Seal of Approval is a recognized sticker or label that highlights a unified aspect of a product. The seal could advertise that something is a certain percentage (or more) grown/manufactured in this region. With a labeling scheme such as this, our tourists and locals would become more aware and educated about where their food comes from and how it is produced.

One of the best ways to bring people together involves food and the celebration of it. By incorporating the social aspect of food through engaging and educational events, the Valley’s tourism experience would be enhanced. Therefore how can we improve this aspect of culinary tourism in the Upper Columbia Valley? A great start would be food festivals, taste trails, and an additional farmers’ market. It would be wonderful to have a food festival or various food festivals throughout the year. If several food-related businesses got together and created a large-scale event, it would have the potential to bring in many visitors, even during the **shoulder seasons**. Food festivals would also be an excellent way to spread the word and get people excited about the quality and diversity of food within our area. Taste Trails are guided or self-guided tours with stops that would include aspects of food and agriculture along the way. Although the Valley has several smaller farmers’ markets, they are weekly and offer more than just food products. Many people in the Valley feel like it would be beneficial to have several ‘food only’ farmers’ markets that could feature smaller producers and personal gardens when they produce more than they can consume (The Benefits Of Culinary Tourism, 2010).

It is important for the success of culinary tourism in the region that a strong marketing effort advertising food within the Valley as a whole is integrated into an already-existing advertising scheme.

## **SWOT (Strength, Weakness, Opportunity and Threat) Analysis**

### **Strengths**

- All tourists eat; regardless of their intentions for visiting, they are very likely to take part in some sort of culinary experience.
- The ability to redefine the tourist experience to include culinary activities of the existing tourist market (many tourists are drawn to Invermere because of its numerous outdoor activities as well as just relaxing and enjoying the natural beauty)
- Lots of community; oriented people numerous individuals and organizations within the region are dedicated to improving the general state of community in the Valley.

- Growing number of culinary events- a number of businesses and local food non-profit organizations (e.g., Groundswell and Slow Food) have collaborated to present unique local food dinners and celebrations.
- Ample unique ideas already abound within the Valley; nearly everyone we talked to when developing our research had their own unique and seemingly viable ideas on how to increase and improve the Valley's culinary tourism
- Diversity in types of food being served considering the relatively small population. There are a variety of dining experiences from around the world on offer including Austrian/German/Swiss, Chinese, Japanese, Greek, Middle Eastern and North American.

### **Weaknesses**

- High dependence on “trucked in foods”; because of its distance from major food production and manufacturing establishments, the Valley has the majority of its food shipped from elsewhere.
- High price of food and living in general within the Valley.
- Lack of leadership; although there are many forward-thinking individuals, the Valley is without the presence of a designated culinary leadership position at the municipal or RDEK level or within the tourism community.
- Lack of networking; businesses within the Valley tend to be isolated from one another and there is a lack of camaraderie.
- Tourism is seasonal during peak seasons businesses thrive, however during shoulder months many businesses struggle (feast and famine).
- Lack of infrastructure; many of the suggestions for growth in the culinary tourism industry in the Valley require a communal kitchen. Due to strict government policies, it is very difficult for small culinary businesses to develop.
- Lack of research; in order to develop, we must first know who we are as a community. We think it is fair to say that there is not only willingness, but also a desire to enhance culinary tourism in the Valley. However there is a general lack of understanding of how to go about making this happen. Inventory needs to be taken.
- Restrictions and limitations of government policy; strict policies make it difficult for food producers and assemblers to achieve their goals. Whether they're new to the industry or veterans of it, the government is continuously placing new restrictions on small businesses involved in food preparation. Often they seem to be working against the food producers rather than with them.
- Lack of awareness; currently the Valley is not known to many as a location containing culinary gems.

## **Opportunities**

- Increase external awareness of destination using technology. As well, development of a website, blog or even app would be beneficial.
- Spicing up the culinary aspects of tourism in the Valley would result in the overall experience of our visitors being elevated to a whole new level by having:
  - Taste Trails; self-guided routes linking the many culinary opportunities available in the region, possibly in the form of an app or signs throughout
  - Food and Drink Festival e.g., a single day to a week devoted to celebrating local producers and restaurants could include:
    - Harvest dinners
    - Cooking lessons
    - Farm/ranch tours
    - Cooking competitions
    - Guided Taste Trails
    - Sampling night
- A unified, simple to understand labeling scheme making it easy to tell which products are made locally
- Closer collaboration between restaurant owners, chefs, producers, artisans, event coordinators etc....
- Package opportunities; there is potential for intermarket collaboration between different agencies such as the skiing, rafting and golfing sectors with restaurants, cafes and breweries

## **Threats**

- A great dependency on visitors and second home owners from Alberta; if the economic situation of Alberta changes, our valley will feel drastic impacts.
- Positioned near the culinary “hot spot” of the Okanagan with which is hard to compete.
- Larger corporations buying out the boutique restaurants and small scale producers who give the Valley its character and diversity.
- Government food regulations and local food definitions make it difficult for local producers

# Benefits of Culinary Tourism

By getting everyone on the same page and sharing the mentality of building each other up rather than competing with each other, those involved in culinary tourism have the potential to benefit the entire community greatly, not just socially but economically as well .

Tourists sustain the local economy and play an important role in keeping the community alive and thriving. We must work towards a stronger, more defined culinary presence in our region to not only have the potential to bring in more tourists by making our community stand out from surrounding mountain villages but also encourage existing tourists to spend more money while enjoying the Valley.

The social benefits which culinary tourism could have on the Valley are profound. As discussed above, food in our community has the ability to bring people together, not just those consuming it but also those producing and selling it. A united culinary tourism industry has the potential to strengthen the local food community and make food-related industries more closely knit. It can help to enhance the local food system and to support the farmers in our area. A thriving food community would allow for a more vibrant and exciting atmosphere for our tourists and local residents alike.

## Recommendations

How can we establish a more distinct sense of culinary tourism in our Valley? Throughout our research, we've seen many examples of how previous communities have done this. In general, all the communities we have researched followed three main steps:

1. Discover themselves as a community through research
2. Develop a plan as a community
3. Put said plan into action

There are no instant solutions; however, there are many ways in which the Upper Columbia Valley could improve culinary tourism over time. Some of the many ideas include the creation of a chef's association, a communal community kitchen, the hiring of a local event coordinator who focuses on local food initiatives, and an annual or biannual Upper Columbia Valley food meeting.

A local chefs' association would be beneficial to help unite the food community. Having all of the local chefs together could result in the creation of programs such as piggyback shipping and

unique local food festivals. As well, the creation of a communal kitchen would bring many benefits to the community, providing support to small-scale producers by allowing them use of a commercial kitchen to make their foods to sell and make sure that they follow food safe rules. One of the most beneficial steps the community could take to improve the state of culinary tourism is to hire an event coordinator. This would not just better the culinary community but the tourism industry as a whole. The position, possibly funded by the **District of Invermere** or the **RDEK**, could create and market events to engage and bring in tourists and locals alike. Finally, an annual or biannual meeting of all local individuals involved in food would be a great way to get everybody **on the same page** and working together. All of these are viable and feasible solutions that would serve to improve this industry in the Upper Columbia Valley.

# Teacher's Guide to the Case Study

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## Introduction

This learning sequence (series of lesson plans) is intended for senior secondary students (approximate age: 14-18) studying tourism or culinary arts. The sequence is designed around a central task to be provided to students at the beginning of the sequence so they can connect their new learning to what they will ultimately be doing, either in pairs or individually. It is important to emphasize that this task is authentic insofar as it puts them in role as an advocate or consultant within their community. Assessment tools have been included as have recommendations for how they can be used. Resources have been provided to make student research simpler, although it may be interesting to add an unguided research section about the regional and national customs and culture in Canada.

## Tips for using this plan

There are three sections to this learning sequence. The first two sections are typically led by the teacher, while the third section is done independently with teacher consultation. The first section involves a lot of transitions, so it is helpful to provide students with short time frames (e.g., three minutes). This lesson structure follows the [SmartLearning](#) lesson design, developed by Susan Close. While suggested timing has been provided, you may need to judge the timing based on your own context. Specific recommendations and resources are provided for each section.

1. **Connect (understanding the context, working with new group members)**- The objective of this section is for students to develop a complete understanding of what is meant by culinary tourism and gastronomic tourism and appreciate all that these terms encompass.
2. **Process (new learning)**- The intent of this section is for students to build skills in processing various forms of qualitative data and to learn about Canada, British Columbia and the Columbia Valley. They should also get a snapshot of what culinary tourism in these areas looks like.
3. **Transform (showing your learning)**- The objective of this section is for students to apply their new learning and carry-out the task.

## Expectations for prior knowledge

Prior to beginning this sequence, students should be able to:

Read English text

- Computer skills, including presentation programs

## Curriculum Concepts, Key Questions, Learning Outcomes

- *Communication Skills*
  - o demonstrate principles of effective communication required in the tourism sector including:
    - reading text for information
    - writing to communicate professional information
    - communicate verbally
    - demonstrate speaking skills
    - demonstrate listening skills
    - communicate nonverbally
- *Computer and Other Technology Skills*
- *Managing Information Skills*
  - o information gathering
  - o information organization, reference, and storage
  - o effective information use
- *Thinking Skills*
  - o decision-making and problem-solving skills
- *Working with Others*
  - o skills and attributes required for teamwork
  - o team effectiveness

## Assessment Tools

The assessment tools provide opportunities to use assessment as learning, for learning and of learning. In the lesson plan we make suggestions as to when and how these tools could be used. Please find the following tools in the appendix:

- o A T-chart to provide teachers with a starting point for creating criteria with students
- o A sample rubric that could be shared with students and/or used by the teacher

## Lesson sequence

### Connect (25-35 minutes):

The objective of this section is for students to develop a complete understanding of what is meant by culinary tourism and gastronomic tourism and appreciate all that these terms encompass.

Teacher	Student	Assessment	Resources
<p>Split class into teams of 2-4 and have them discuss the phrase culinary tourism using only their prior knowledge (3-5 minutes). Then using the brainstorming template have them record their ideas.</p> <p>Allow students to silently walk around to view the work of other teams with the intent of gaining new insight.</p> <p>Ask each team to write a predicted definition for culinary tourism. Ask one student from each group to stand and say the working definition. The student should be chosen randomly (e.g., rolling dice) and have time to rehearse.</p>	<p>Work with peers to predict a definition of culinary tourism.</p> <p>Sample frame when standing to speak: “My partners _____, _____, (<i>insert partner names</i>) and I currently define culinary tourism as _____ . We think this because _____”</p>	<p>Observe group behaviors, and emerging definitions.</p>	<p>Brainstorming template (in appendix) (optional: 1 copy per 2-4 students)</p>
<p>Give each group a set of photographs (digital or printed). Each photograph represents an aspect of culinary tourism. Invite students to improve their predicted definitions of culinary tourism (including the inferences they made from the photos).</p>	<p>Improve definition of culinary tourism</p>		<p>Set of Photographs (1 copy per group)</p>
<p>Provide students with the paragraph on gastronomic tourism and compare and contrast the two terms, ultimately providing a definition of culinary tourism. Based on the skills of your students, you may wish to read and process the text aloud.</p>	<p>Write to define culinary tourism and explain each component.</p>	<p>Formatively assess the paragraphs, providing feedback on accuracy.</p>	<p>Text on gastronomic tourism and culinary tourism (one per student).</p>

<p>Introduce the ultimate task students be asked to do after the whole group learns more about the topic. Do an initial analysis of the task (i.e., discuss “what is this task asking you to do? What new learning will we need to do?”</p>	<p><i>“You are part of a culinary tourism research team in The Columbia Valley. You and your team are asked to give a presentation to the community, including the local government, on your study. The presentation should inform the audience as to the current state of culinary tourism, as well as give recommendations as to how it could be improved”</i></p>		
<p>Ask students to reflect on what their strengths were today. Ask them to set a goal that stretches them into new learning. The nature of the goal will depend on the skill focus (e.g., “I noticed that I need to listen to my peers more, so my goal for tomorrow is to listen and then form my comment or opinion (i.e., don’t form it as the person is talking).</p>	<p>Set a stretch goal (i.e., one that will challenge you) for the next stage of your work. Write this on the same page as your paragraph.</p>		

**Process (45-60 minutes)**

The intent of this section is for students to build skills in processing various forms of qualitative data and to learn about Canada, British Columbia and the Columbia Valley. They should also get a snapshot of what culinary tourism in these areas looks like.

Teacher	Student	Assessment	Resources
<p>Instruct students to read through the history and location section of the report either individually or in groups. (FYI: <b>Creating a keyword gist</b> (around seven words to summarize/synthesize the ideas), <b>or a summary statement, bumps understanding</b> (by 50% in an elementary study; one stanine in secondary (Mayer, 2009; OECD, 2011; National Research Academies, 2012).)</p>	<p>As the student reads, they are asked to write a 5-7 word phrase/statement that encompasses each paragraph (strategy called: tagline or keyword gist)</p> <p><i>Task: Write a paragraph that summarizes the history and culture of the Columbia Valley.</i></p>	<p>Formative: Provide feedback on the clarity of communication of the paragraph using the communication section of the rubric.</p>	<p>Research page provided in the appendix  Internet access</p>
<p>Once they have completed their reading, they will do a SWOT analysis of culinary tourism in the Columbia Valley using the report, interview transcripts, and web links).</p>	<p>Split your page into four quadrants and label (strengths, weaknesses, opportunities, threats). Read through the materials</p>	<p>Peer assess for thoroughness, accuracy and for</p>	<p>Research information (includes text, web-</p>

Describe what a SWOT analysis is (A S.W.O.T. analysis is a structured planning layout used to investigate the Strengths, Weaknesses, Opportunities, and Threats of a project.)	provided and generate a list and summary statement for each section.	synthesis in the summary statement.	links) (in appendix)
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### Transform (45-60 minutes)

The objective of this section is for students to apply their new learning and carry-out the task.

Teacher	Student	Assessment	Resources
<p>Conduct a more thorough task analysis with students and establish criteria and evidence for the task using a T-chart (a sample one is provided in the appendix). Ideally co-constructed T-chart is used to form a rubric, however, one has been provided to you.</p> <p>While students are working, prompt them to consider their goal and identify if they are on track for reaching it. If they feel successful in having met their goal, challenge them to set a new one.</p>	<p>Contribute to creating the criteria for the assignment and identifying the specific evidence for meeting the criteria.</p> <p>Working with a partner, complete the task:  <i>“You are part of a culinary tourism research team in The Columbia Valley. You and your team are asked to give a presentation to the community, including the local government, on your study. The presentation should inform the audience as to the current state of culinary tourism, as well as give recommendations as to how it could be improved”</i></p>		<p>Sample T-chart</p> <p>Sample rubric</p>

# Appendix

## Brainstorming Template

Group members: \_\_\_\_\_



Photographs



## Gastronomic Tourism Text

Food is more than nourishment; it offers pleasure and entertainment and serves a social purpose. Alan Richman, the Dean of Food Journalism with the French Culinary Institute spoke of the increased interest in food, “there’s never been more interest in food. There’s never been more people who wanted to get involved in food. And there’s never been more celebrity and glamour in food”<sup>1</sup>. Over the last decade, food has become a more important part of international travel. “Food is an important tourist attraction and enhances or is central to the visitor experience”<sup>2</sup>.

The International Culinary Tourism Association defines gastronomic tourism as “the pursuit of unique and memorable eating and drinking experiences”<sup>3</sup>.” Eating local food and drinking local wine gives diners the sense that they are truly in a different culture... The physical beauty of a place, the authenticity of the surroundings and the presentation of the food, are among the primary ingredients of gastronomic tourism”<sup>4</sup>. There is a wide range of ways that tourists interact with food, tourists that are more serious can participate in organized activities like sampling and learning about food. This interest often labeled as culinary tourism, gastronomic tourism or tasting tourism also incorporates that appreciation of beverages, both of alcohol and non-alcoholic nature. On the other end of the spectrum are tourists with a casual attitude towards food; however, even these people need to decide upon what and where to eat when they travel. In the middle are those who enjoy dining out and try local cuisine when traveling for leisure or business. Others enjoy watching the scenes at local markets or sampling and purchasing produce linked to the destination.

What visitors want out of their food experience varies. As visitors become more adventurous, many look for something genuine and authentic, which they believe can be found in local food and eating areas. The presence of locals and sharing space with them can be viewed as a facet of tourism and a sign of authenticity.

Text from (Mazza, 2013) found at [http://laudergastronomy.com/wp-content/uploads/2013/05/Gastronomic-Tourism-Implications-for-Singapore\\_Grace-Chang-Mazza.pdf](http://laudergastronomy.com/wp-content/uploads/2013/05/Gastronomic-Tourism-Implications-for-Singapore_Grace-Chang-Mazza.pdf)

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<sup>1</sup> "Gastronomic Tourism - International - May 2009." *Mintel Reports Database*. Web. 21 Apr. 2013.

<sup>2</sup> Henderson, Joan. "Food Tourism Reviewed." *British Food Journal* 111.4 (2009): 317-26. Print.

<sup>3</sup> "Gastronomic Tourism - International - May 2009."

<sup>4</sup> *Ibid.*

## **Problem Statement & History**

### *Introduction*

The **Upper Columbia Valley** is a vibrant and friendly community nestled between the Purcell Mountain range and the Canadian Rocky Mountains, within the regional district of East Kootenay in southeastern British Columbia, Canada. “The Valley” encompasses the communities of Invermere, Radium Hot Springs, Windermere, Fairmont Hot Springs, Edgewater and Canal Flats, as well as the **Ktuxana and Shuswap First Nations**, for a total valley population of 10 000. Invermere is the largest community in the Upper Columbia Valley; it has 3 000 permanent residents and is a popular destination for many tourists and seasonal residents. The population can climb to 40 000 on a busy summer weekend. The **Valley**’s beautiful mountainous setting and warm lake offer winter and summer tourism activities, including skiing, snowboarding, hiking, swimming, water skiing, fishing, golfing, biking and relaxing on the beach. In addition, it is in close proximity to the city of Calgary, Alberta, which has an international airport. This makes it an ideal location for domestic and international travelers.

### **Problem Statement**

Tourism has been described as one of the chief economic drivers in the Upper Columbia Valley of British Columbia (Bell, 2010), as are resource-based industries such as logging and mining. The Upper Columbia Valley boasts a sizable tourist market, affluent seasonal residents, a strong history of agriculture, a high school that has been recognized across Canada for its local food education initiatives, and a number of non-profit organizations working to promote local food and sustainability principles. Despite these community attributes, there is a void of culinary tourism opportunities and no identifiable culinary tourism plan in place in the Upper Columbia Valley. An enhanced culinary tourism sector could provide new opportunities for economic development and strengthen the local food system.

### *Purpose*

With great tourism potential, it is puzzling that culinary tourism- said to be one of the fastest growing areas of the tourism industry does not hold a prominent place in our area. A visitor to this valley, hoping to experience Upper Columbia Valley cuisine, would find it difficult. Even though there are many restaurants and resorts, farmers’ markets, and a recent increase in both local growers and artisan food producers, virtually none of the local food that is sold or prepared is labeled as grown in our valley. The absence of an obvious culinary tourism identity and opportunities may be rooted in a lack of awareness about the contributions culinary tourism can make to an area. This may be because tourism initiatives currently underway are occurring independently of one another, and there is no tourism-related network.

## *Canadian History*

Canada has a unique agricultural history, due in part to the distinct differences in climate, topography, and colonial history. For example, Newfoundland, a maritime province, is a rocky outcrop on the Atlantic Ocean. Ontario, a central province, is a major source of fresh water due to **the Great Lakes**. Saskatchewan is in the middle of the flat prairies while British Columbia is heavily treed and home to the Rocky Mountains. The British colonized most of Canada; however, France colonized many regions, most notably Quebec.

Currently Canada's main regionally recognized food products include wheat in the prairie provinces; seafood on both the East and West Coasts; cheese in Quebec; cattle-ranching and beef in Alberta; wine in Quebec, Ontario, and The Okanagan; As well as dairy in British Columbia and Ontario.

## *British Columbian History*

British Columbia has a rich history that includes **First Nations** culture, gold rushes and the **Canadian Pacific Railway**.

Today British Columbia's main sources of income from agriculture are dairy farming and fish farming. Cattle ranching, poultry operations, orchards, and vegetable production are close behind. Provincially, agriculture is the third largest industry, following forestry and mining. The **Lower Mainland** and the Okanagan regions have many orchards and vegetable operations. **Vancouver Island** is known for dairy farming, and the **Coast** area boasts an excellent seafood industry; commercial fishing is the fourth largest provincial industry. In the early part of the twentieth century, wild salmon fishing and canneries were the main sources of employment on the **West Coast**. There is also a rich assortment of food choices throughout the province, which includes many ethnic foods (Kopp, 2013). Food production in British Columbia abounds; however, the number of farms and the size of farms decreased between 2006 and 2011 (Government of Canada, 2013).

## *Upper Columbia Valley Cultural Agricultural and Culinary History*

Today, most people come to the Upper Columbia Valley for recreational purposes, but this has not always been the case. At the end of the 19<sup>th</sup> century, when the first European settlers arrived, they were drawn by mining opportunities; agricultural opportunities followed. Before European contact, the Valley was part of the traditional hunting and gathering grounds of the **Shuswap** and **Ktuxana** people, the local indigenous populations. Years later, numerous affluent families from Britain came to start new lives as gentlemen farmers and orchardists (Bell, 2010).

Fruit production did not flourish, but cattle farmers did well; cattle production has been the main form of local food production since WWI. In recent years, government policies have restricted the processing of local meats and currently the Windermere District Farmers' Institute is establishing an abattoir in the area. The establishment of a local abattoir has the potential to greatly increase local food production and food security as well as support the enhancement of culinary tourism opportunities.

### S.W.O.T. Template

Strengths:	Weaknesses:
Opportunities:	Threats:

## Research information (e.g., interview transcripts, links to websites, written text)

### *Interview Transcripts*

#### *Interview 1*

L-Interviewee, Lara owns a restaurant in The Columbia Valley, which bases its dishes around local food.

S-Sarah interviewer #1

E-Emily interviewer #2

LT-Leigh interviewer#2

*S-what is your definition of culinary or food tourism?*

L-I think of it as a destination, a reason for people to come enjoy and celebrate food.

*LT-What are some strategies you feel would be successful in marketing culinary tourism in the valley?*

L-The number one thing that is lacking in the valley as far as culinary tourism is concerned is marketing. There is no concise marketing going on. Networks need to be developed, we need to bring awareness in this valley, whether its film documentaries or anything making those connections to actually get people here. What we need is to bring people in who have a very strong voice in the culinary world and go spew it all out there and let people know who we are. A perfect example would be Anita Stewart (a famous Canadian foodie) who I am in contact with but has never been here. A website would be great, really the creation of a network and internet marketing. We get so busy with the actual hands on stuff sometimes marketing gets lost. There needs to be a coordinated effort. In London, when I was there, every one worked together, that's how we are going to succeed. If one of us fails, it is a loss to the valley.

*E-What idea do you hold for culinary tourism in The Valley? What would it require to achieve this?*

L-We have started cooking classes, no one else in this area is currently doing this. I am doing the lessons through the college right now, the marketing has been ok and the support has been good. However, it is a hassle to bring all my tools with me into the kitchen at the school. So I am now planning on teaching out of my kitchen one night a week. While I am teaching, I want to promote other local businesses, because it is not just us, and I want people to realize that. Again, we need to promote the entire valley; people will not drive out here because there is one good restaurant it will take more than that. It is going to take the whole culinary scene working together.

L- I feel tours could be expanded to include more food-oriented activities, and we could expand our current food festival "Pig Out", which is a great coordinated effort. Another Idea is to expand the variety of crops being produced.

*LT-How do you think our Agriculture could be made more accessible?*

L- One idea would be a co-op of just local food, which would be huge for the community and supporting local agriculture.

S- We were curious as to the number of visitors you get during peak season versus shoulder seasons.

L-Dollar wise, our busiest days are obviously in the summer and our slowest has been in late February. Also, during the week we get far less business (approximately 60 bills per day) than weekends (approximately 220 bills per day).

*E-How do the number of locals compare to the number of visitors?*

L-Roughly, forty percent of our business is local, a little less throughout the summer months.

*S-Do you have any suggestions as to how to make culinary tourism less seasonal?*

L- Yes again I believe it is all about coordinated events year round.

*E-Are there any stumbling blocks that you can see hindering the development of culinary tourism in the Columbia Valley?*

L- We have a lot to go through with the government here. Compared to Europe or even Alberta the health inspectors are very rigid, it is nonstop and time consuming. The shoulder seasons are defiantly hard on hard on businesses as well. Shipment is also more expensive out here. But the ups defiantly outnumber the downs so you just make do.

## ***Interview 2***

G-Interviewee, Gerry Taft is not only the Mayor of Invermere, but also the owner of Gerry's Gelati. Gerry's Gelati is an excellent gelato and sorbet shop, it is also a café and is open year round.

L-Interviewer Leigh

*L-Can you define Culinary Tourism?*

G-I guess it would be tourism or an experience that revolves around food and food products and food culture. With an emphasis on locally grown and produced products.

*L-Do you believe that food/culinary tourism exists in the Valley?*

G-I think in an unorganized way, yes. So I think there is demand for it, some people want it without knowing that's what it's called. I think that a lot of the people who go to farmers markets are looking for that, but I don't know if people know that is what they are doing. It doesn't seem to be organized right now.

*L-What influence does this have in the Valley?*

G-I think that it could have a lot more, if it was organized and marketed properly, and encouraged to grow. So right now it has some, but the potential is a lot greater.

*L-What opportunities do you think we have for Culinary Tourism in the Valley?*

G-A lot of opportunities to promote what is already being done, let people know more about it, and also to encourage more of it to happen. So both from growing to producing to cooking, I think there are lots of opportunities.

*L-Do you believe there are ways to improve culinary experiences?*

G-Yes, just around organizing it- maybe an association or group of interested people working together, communicating together, if there was some funding together to help. Those would be two big things that would help.

*L- Would culinary tourism in an area affect how attractive that area would be to you?*

G- Yes, as far as visiting, if there were strong culinary tourism that would help to attract people both to visit and to live.

*L-How do you think culinary tourism can be promoted and achieved in the Valley?*

G- I guess through the collaboration and corporation of joint marketing, and by making that a priority.

*L-How do you think the Columbia Valley could make its agriculture more accessible to the tourists?*

G- Through tourists; for example signage on farms and if there is joint marketing around that. So that when they arrive, they know where they can go.

*L-How many tourists/ visitors frequent your establishment daily or weekly during peak season verses shoulder seasons?*

G-During peak time we have about 400 customers a day and about 50 a day during the slow season.

*L-What are you aware about, in the Valley, when it comes to existing culinary tourism?*

G- We have people that are growing their own food, and their own homemade products such as baking, and other kinds of processing. But I don't think that any of it is organized, so no one could book a tour and see all of the different things. And it is not being promoted as Culinary Tourism. We have a lot of building blocks that haven't been put together.

*L- How would you try to put them together?*

G- Through some sort of association or group of people that are interested, or business that are interested, into a committee or association that would help. Even if we could put a sticker on something that said "Valley Made," "Valley Grown," or something like that, and some kind of pride to show that the people here are proud of and that this is from here, this is special because of this. To make something in common between the guy that is growing grains in Edgewater and the ones growing potatoes in Windermere, even though the products are completely different, there is something in common then. Even if there was some government funding to encourage new products or to help people start out. Another idea

would be packaged tours to stay at this hotel and to see these farms or to get a tour of whatever factory- just something to get the whole picture in an organized tour. Because right now people need to try pretty hard to find that sort of stuff.

*L-What are some bigger idea and projects that can be put into place?*

G-The addition of locally grown section into the grocery store to start getting people to ask, “is this local?” As well as harvest festivals in the fall, and in August. Or there is the possibility of making ice wine here, because we have the desired temperatures- it would be cool if someone would try to do this or something else that isn’t being done here yet, just to see if it could work. Or even a passport type idea could work- you get a booklet and for every restaurant you go to, you get a stamp for it. It could also be applied to farms where people may feel awkward just showing up to now, and it would help get the locations of these places out there. For this type of tour it would be good to also have a cooking lesson at a restaurant, then a baking one somewhere else, and then maybe they could go to the Zehnder Ranch to deal with cattle. Something like that would be good for those who live in cities and don’t get to have those experiences.

*L-How could we start to offset the differences of income of tourism during the winter months?*

G-We could put more of an emphasis on fine dining, do a tour, or deal for people to experience five different restaurants. For farmers, maybe they could do more preserves and canned goods to selling during the harsher months.

### ***Interview 3***

E- Interviewee, a successful, local food processor and restaurateur who wishes not to be named

S- Interviewer number one Sarah

G-Interviewer number two Gracie

*S-What is your definition of culinary tourism?*

E-Having a food product or a food process that is captivating for everybody and gets people’s interest. One that people will go out of their way to come to; your processing plant, your retail shop, your restaurant your farm ect. It could be a draw that brings you in or something that you happen to stumble on, for example if you are on vacation and you happen to come across a winery and they have a wine tour and you think, ‘wow that could be interesting’ .

*S-Do you believe that culinary tourism exists in the Columbia Valley?*

E-No, it is very underdeveloped. There is potential. There are many ways to enhance the industry businesses such as the local brewery and kicking horse coffee could open up their doors as well as local farms for tours and attracted people that way, enhancing their visit to the Columbia Valley.

There is a lot of potential. People are interested. Whether its cheese, whether its wine, whether it's a brewery or maybe it's a farm people are interested and it enhances their visit to an area

*G-What changes do you think a stronger culinary tourism sector would have on our valley?*

*E-I think it has the potential to enhance the lives of people living locally and then naturally attracting people from outside the valley, possibly attracting a different kind of tourist. It creates variety and enriches the experience of those already traveling to the area. I think we have the potential to be known as a culinary hub, which would make people come. I have always believed in if you build it, they will come. Better yet attract people who are interested in food and production to come here and open up restaurants and they support restaurants and they open up gourmet shops and they support gourmet shops and they are creative and it helps establish a creative culinary arts community.*

*S-Does culinary tourism affect how attractive an area is to you?*

*E-Yes, very much so, I defiantly like to travel to places that there is good food and unique food something different that I have not seen before.*

*G-In your establishment, how would you compare your numbers from the off-season as opposed to peak season?*

*E-We get around twice as much business during peak season, July and August, as compared to our off season.*

## *Useful links*

What is culinary tourism?

- <http://www.worldfoodtravel.org/our-story/what-is-food-tourism/>
- <https://ontarioculinary.com>
- <http://abouttourism.wordpress.com/tag/culinary-tourism/>

Benefits of culinary tourism

- <http://partners.investinmiddlesex.ca/investments/the-benefits-of-culinary-tourism>

The East Kootenays and the Columbia valley

- Stats Canada- <http://www12.statcan.gc.ca/census-recensement/2011/as-sa/fogs-spg/Facts-csd-eng.cfm?LANG=Eng&GK=CSD&GC=5901035>
- British Columbia Stats- <http://www.bcstats.gov.bc.ca/StatisticsBySubject/SocialStatistics/CommunityFacts.aspx>
- [www.e-know.ca/travel-tourism/invermere-back-to-being-winter-wonderland/](http://www.e-know.ca/travel-tourism/invermere-back-to-being-winter-wonderland/)
- <http://columbiavalley.com>
- <http://www.invermere.ca/invermere.php>
  
- Examples of culinary tourism else were in Canada and internationally  
[http://www.okanaganchefs.com/Okanagan\\_Chefs\\_Assocation/Welcome.html](http://www.okanaganchefs.com/Okanagan_Chefs_Assocation/Welcome.html)
- <http://www.goodfoodfestival.com/highlights>
- [http://www.eat-vancouver.com/info\\_home.php](http://www.eat-vancouver.com/info_home.php)
- <http://www.canada.com/travel/culinary+tour+world+tastiest+cities/1172860/story.html>
- <https://ontarioculinary.com>
- <http://www.theinternationalkitchen.com/cooking-tours>
- <http://www.travelwizard.com/europe/culinary-vacations/>

### Assessment: Sample T-Square for the presentation

(Note: T-squares are most effective as assessment tools when co-created with students *prior* to beginning the task)

Criteria (general categories)	Evidence (specific items you will be looking for)
Culinary Tourism is defined	<ul style="list-style-type: none"> <li>- A succinct, accurate description is provided</li> <li>- A discussion of all the components of culinary tourism</li> </ul>
Context for the location is provided	<ul style="list-style-type: none"> <li>- Students describe where the Columbia Valley is, its population, climate and general geography.</li> </ul>
SWOT is discussed	<ul style="list-style-type: none"> <li>- A list and discussion of the relevant assets of the community</li> </ul>
Recommendations are made to the governing body	<ul style="list-style-type: none"> <li>- Three-five recommendations are given, with specific strategies for implementation and justified prioritization (i.e., give the order of importance and discuss why they are in that order)</li> </ul>
Effective presentation and communication skills	<ul style="list-style-type: none"> <li>- demonstrate speaking skills:               <ul style="list-style-type: none"> <li>o organized</li> <li>o clear, concise message</li> <li>o clear pronunciation</li> <li>o appropriate words for audience</li> <li>o correct grammar</li> <li>o appropriate volume and tone</li> </ul> </li> <li>- well-rehearsed</li> <li>- professional appearance</li> <li>- visual displays are not overloaded with text (no more than six words per slide)</li> <li>- Partners are polite and share the stage</li> </ul>
Givens (i.e., these are basic expectations): <ul style="list-style-type: none"> <li>- grammatically correct</li> <li>- no spelling errors</li> <li>- APA 6<sup>th</sup> Edition referencing rules are applied</li> </ul>	

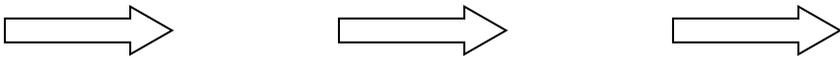
## Assessment: Sample Presentation Rubric

(rubric found at [http://www.bie.org/tools/freebies/high\\_school\\_presentation\\_rubric](http://www.bie.org/tools/freebies/high_school_presentation_rubric))

P R E S E N T A T I O N   R U B R I C   f o r   P B L				
(for grades 9-12; Common Core ELA aligned)				
	<b>Beginning</b>	<b>Developing</b>	<b>Accomplished</b>	<b>Exemplary</b> (students & teacher to complete)
<b>Explanation of Ideas &amp; Information</b>	<ul style="list-style-type: none"> <li>• does not present information, arguments, ideas, or findings clearly, concisely, and logically; argument lacks supporting evidence; audience cannot follow the line of reasoning</li> <li>• selects information, develops ideas and uses a style inappropriate to the purpose, task, and audience (may be too much or too little information, or the wrong approach)</li> <li>• does not address alternative or opposing perspectives</li> </ul>	<ul style="list-style-type: none"> <li>• presents information, findings, arguments and supporting evidence in a way that is not always clear, concise, and logical; line of reasoning is sometimes hard to follow</li> <li>• attempts to select information, develop ideas and use a style appropriate to the purpose, task, and audience but does not fully succeed</li> <li>• attempts to address alternative or opposing perspectives, but not clearly or completely</li> </ul>	<ul style="list-style-type: none"> <li>• presents information, findings, arguments and supporting evidence clearly, concisely, and logically; audience can easily follow the line of reasoning (CC 9-12.SL.4)</li> <li>• selects information, develops ideas and uses a style appropriate to the purpose, task, and audience (CC 9-12.SL.4)</li> <li>• clearly and completely addresses alternative or opposing perspectives (CC 11-12.SL.4)</li> </ul>	
<b>Organization</b>	<ul style="list-style-type: none"> <li>• does not meet requirements for what should be included in the presentation</li> <li>• does not have an introduction and/or conclusion</li> <li>• uses time poorly; the whole presentation, or a part of it, is too short or too long</li> </ul>	<ul style="list-style-type: none"> <li>• meets most requirements for what should be included in the presentation</li> <li>• has an introduction and conclusion, but they are not clear or interesting</li> <li>• generally times presentation well, but may spend too much or too little time on a topic, a/v aid, or idea</li> </ul>	<ul style="list-style-type: none"> <li>• meets all requirements for what should be included in the presentation</li> <li>• has a clear and interesting introduction and conclusion</li> <li>• organizes time well; no part of the presentation is too short or too long</li> </ul>	

<b>Eyes &amp; Body</b>	<ul style="list-style-type: none"> <li>• does not look at audience; reads notes or slides</li> <li>• does not use gestures or movements</li> <li>• lacks poise and confidence (fidgets, slouches, appears nervous)</li> <li>• wears clothing inappropriate for the occasion</li> </ul>	<ul style="list-style-type: none"> <li>• makes infrequent eye contact; reads notes or slides most of the time</li> <li>• uses a few gestures or movements but they do not look natural</li> <li>• shows some poise and confidence, (only a little fidgeting or nervous movement)</li> <li>• makes some attempt to wear clothing appropriate for the occasion</li> </ul>	<ul style="list-style-type: none"> <li>• keeps eye contact with audience most of the time; only glances at notes or slides</li> <li>• uses natural gestures and movements</li> <li>• looks poised and confident</li> <li>• wears clothing appropriate for the occasion</li> </ul>	
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## Assessment: Alternative Presentation Rubric

	From <b>Beginning...</b> to <b>Expert</b> : a performance scale 				
<b>Explanation</b>	<b>Naïve:</b> a superficial account; more descriptive than analytic or creative; a fragmentary or sketchy account of facts/ideas or glib generalizations; a black-and-white account less a theory than an unexamined hunch or borrowed ideas.	<b>Intuitive:</b> an incomplete account but with apt and insightful ideas; extends and deepens some of what was learned; some “reading between the lines”; account has limited support/argument/data or sweeping generalizations. There is a proposal/set of suggestions, but one with limited testing and evidence.	<b>Developed:</b> an account that reflects some in-depth and personalized ideas; the student is making the work his or her own; going beyond the given—there is supported theory here, but insufficient or inadequate evidence and argument.	<b>In-depth:</b> an atypical and revealing account, going beyond what is obvious or what was explicitly taught; makes subtle connections; well supported by argument and evidence; novel thinking displayed.	<b>Sophisticated:</b> an unusually thorough, elegant, and inventive account (model, theory, or explanation); fully supported, verified, and justified; deep and broad: goes well beyond the information given.
<b>Interpretation</b>	<b>Literal:</b> a simplistic or superficial reading; mechanical translation; a decoding with little or no interpretation; no sense of wider importance or significance; a restatement of what was taught or read.	<b>Interpreted:</b> a plausible interpretation or analysis of the importance/meaning/significance; makes sense of a story; provides a history or context.	<b>Perceptive:</b> a helpful interpretation or analysis of the importance/meaning/significance tells a clear and instructive story; provides a useful history or context; sees different levels of interpretation.	<b>Revealing:</b> a nuanced interpretation and analysis of the importance/meaning/significance tells an insightful story; provides a telling history or context; sees subtle differences, levels, and ironies in diverse interpretations	<b>Profound:</b> a powerful and illuminating interpretation and analysis of the importance/meaning/significance; tells a rich and insightful story; provides a rich history or context; sees deeply and incisively any ironies in the different interpretations.
<b>Application</b>	<b>Novice:</b> can perform only with coaching or relies on highly scripted, singular “plug-in” (algorithmic and mechanical) skills, procedures or approaches.	<b>Apprentice:</b> relies on a limited repertoire of routines; able to perform well in familiar or simple contexts, with perhaps some needed coaching; limited use of personal judgment and responsiveness to specifics of feedback/situation.	<b>Able:</b> able to perform well with knowledge and skill in a few key contexts, with a limited repertoire, flexibility, or adaptability to diverse contexts.	<b>Skilled:</b> competent in using knowledge and skill and adapting understanding in a variety of appropriate and demanding contexts.	<b>Masterful:</b> fluent, flexible, and efficient; able to use knowledge and skill and adjust understandings well in novel, diverse, and difficult contexts.

Form adapted from Wiggins, G. and J. McTighe (1998)  
*Understanding by Design*: ASCD

# Glossary

Term	Definition
<b>Agro tourism</b>	A niche of tourism that involves agriculturally based operations or activities that bring tourists to a ranch or farm.
<b>Agrologist</b>	A scientist who deals with the branch of soil science to do with the production of crops, and holds a Bachelor's Degree in Agriculture.
<b>Canadian Pacific Railway</b>	The CPR is the nation-wide railway that was used to unite Canada as a country when it was built in 1881. It currently extends from Vancouver, British Columbia, and east to Montreal, Quebec. This rail line goes as far north as Edmonton, Alberta, south into Missouri, United States of America, and east into New York State. It does not reach the Maritime Provinces.
<b>The Coast</b>	The common name for the West Coast of British Columbia. Commonly used in western Canada. The term “interior” is the opposite of the coast, meaning the area east of the Coastal mountain range.
<b>Community Greenhouse</b>	A community greenhouse project that provides food and horticulture education, sustainability education, allows the public to buy fresh produce, and to rent garden beds if they don't have the space to grown plants at home.
<b>District of Invermere</b>	Located at the north end of Lake Windermere, it is surrounded by the Rocky Mountains on the east and the Purcell Mountains on the west.
<b>Edible Acres</b>	An organic farm in Windermere, British Columbia, that is a CSA (Community Supported Agriculture) farm.
<b>First Nations</b>	The indigenous people of Canada.
<b>Ktuxana</b>	The Ktunaxa Tribal Council, also known as Kootenay, is one of the several bands that form the Ktunaxa Nation. They are located just south of Windermere. Akisqnuk: Cranbook: St. Mary's, Creston: Lower Kootenay, Tobacco Plains and two in the United States.

<b>Shuswap (Secwepemc)</b>	Indigenous people located one mile north of Invermere, and are a part of the southern interior of British Columbia. They are also the most numerous of the Interior Salish people.
<b>Food Bank</b>	Non-profit organization that provides food and assistance to those in need.
<b>Food boxes</b>	An initiative by Edible Acres to give fresh produce to those who need it.
<b>Food Safe</b>	A program that provides comprehensive food safety training for the food service industry.
<b>The Great Lakes</b>	Fresh water lakes located on the Canada-United States border. Consists of Lakes Erie, Ontario, Huron, Michigan, and Superior. Combined they contain 21% of the world's fresh water.
<b>GroundSwell</b>	An organization in the Upper Columbia Valley that runs the Community Greenhouse, holds workshops and teaches the community about sustainable living.
<b>Kicking Horse Coffee</b>	Canada's number one organic Fair Trade Coffee processor. Located in Invermere, British Columbia.
<b>Locals</b>	The permanent residents of the Upper Columbia Valley.
<b>The Lower Mainland</b>	The region surrounding and including Vancouver, British Columbia.
<b>Natural hot springs</b>	A geothermic spring or a spring with a higher temperature than the surrounding area.
<b>The Niagara region</b>	A region in Ontario that is bordered by Lake Erie, Lake Ontario, the American border, and the Niagara River. This area is a popular tourist destination and is globally recognized for its wine.
<b>Off-season</b>	The time of the year when business is down because of lower tourist visits (the fall and the spring are considered off-seasons because there is limited access to skiing, mountain biking, watersports and hiking.
<b>The Okanagan</b>	A food based region in the southern interior of British Columbia. They are known for their fruit orchards, wine, and their large tourism industry. The region is a five-hour drive from the Columbia Valley.
<b>"On the same page"</b>	Thinking in a similar way; talking about the same thing; being in agreement; seeing something the same way.
<b>RDEK</b>	Regional District of East Kootenay is the area that includes the villages of Panorama, Edgewater, Windermere, Fairmont and Canal Flats. It operates with its own local government separately from the

District of Invermere.

**Shoulder season**

The off-season where tourist visits are typically low.

**"Through the grapevine"**

To hear something from someone who heard it from someone else.

**Upper Columbia Valley**

A region of British Columbia that is in the Rocky Mountain Trench. It is by the headwaters of the Columbia River and goes from the towns of Canal Flats to Spillimacheen.

**The Valley**

The common name for the Columbia Valley.

**Vancouver Island**

A large island off the west coast of British Columbia; the capital of British Columbia, Victoria, is located on Vancouver Island.

**The West Coast**

The western coast of British Columbia. Includes the two major cities, Vancouver and Victoria.

**West Coast Cuisine**

The style of cuisine that originated in the region from Vancouver, British Columbia to Southern California in the United States. Includes seafood, fresh produce, and is always as local as possible.

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