

Regenerative Tourism Strategies within Kelowna BC to Promote Destination Development and Environmental Sustainability

Interview and Focus Group Process

Once confirmed to participate in the research, a one-hour interview will be set up with Gabrielle Heschuk. It is anticipated that interview themes will include:

- Rates and scales of destination development, and environmental impacts of tourism.
- Conceptualization of tourism and environmental sustainability.
- Indicators of sustainability and regeneration
- Obstacles and potentials of regenerative models of tourism and adaptation of the industry to the demands of climate change.

The interviews will occur over a University of British Columbia (UBC) licensed Zoom account on Zoom's Canadian servers. You will have the option to skip any questions that you do not want to answer by simply saying "pass" or "skip" or another identifiable word. You will also have the right to stop the interview at any point should you no longer wish to participate. Your responses will be recorded, but any direct identifiers will be replaced with a code for confidentiality purposes.

Once the interview process has been completed, there may be an opportunity to participate in a one-and-a-half-hour focus group with other participants to further discuss the topics. These focus groups will be decided based on the responses given during the interviews. The responses will be organized into themes using software. You will be contacted after the interview process to participate in the focus group. Your participation in the focus group is voluntary and separate from your participation in the semi-structured interview. If at any point during the focus group you wish to no longer participate, you can discontinue your participation by leaving the focus group quietly or by no longer participating in the discussion. It is important to note that since the nature of focus groups are a conversation between a group of people where one person's responses can influence another's, it is difficult to withdraw your earlier responses if you choose to withdraw in the middle of the focus group.

The purpose of this study is to provide data on how to implement locally specific regenerative tourism strategies within Kelowna, BC, using the expertise of local tourism stakeholders. Insights that are gained from the interviews will be used to assist Tourism Kelowna in executing its 2022-2025 Strategic Plan and to provide participants with the opportunity to think about regenerative tourism within their capacity. Participating in this research study will expose participants to research at UBC's Okanagan Campus. The results from this study may also be used in a published academic journal. As mentioned, confidentiality will be applied here as well to protect participants.



If you have any questions or concerns, you can contact the researchers directly: The principal investigator for this study is Donna M. Senese, PhD, Associate Professor Geography, Community, Culture and Global Studies (donna.sense@ubc.ca). The Co-Investigator is Gabrielle Heschuk, Graduate Student, Master of Arts (ggeschuk@student.ubc.ca).

If you are interested, please schedule an interview by emailing: ggeschuk@student.ubc.ca