

**Analyzing Characteristics of Responsible Tourism at Natural Events: A Case Study on the
Adams River Salmon Run**

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Abstract

Responsible tourism is defined as tourism that minimizes negative social, economic and environmental impacts. This form of tourism was conceptualized in Cape Town in 2002 and resulted in the creation of the Cape Town Declaration on Responsible Tourism, which focuses on the creation of optimal places for people to live and for tourists to visit. While tourism has numerous positive impacts, it is also capable of damaging communities and environments while adding to issues such as pollution, resource depletion and land degradation. These issues present the risk of devastating impacts such as last chance tourism, changing environments or cultures, disappearing destinations and endangered species. While studies have been conducted on tourist's behaviour and their willingness to partake in sustainable tourism, little research has been undertaken regarding whether natural events can be promoters of responsible tourism and responsible tourist behaviour with a specific focus on the environmental sustainability aspects. Using the Cape Town Declaration on Responsible Tourism as a guideline, and the Transtheoretical Model, more commonly known as the Changes of Behaviour Model, as a framework, this research seeks to use an exploratory case study approach using mixed methods to evaluate the motivations of natural event attendees at the Salute to the Sockeye festival held at Ts'utswew Provincial Park in Squilax, British Columbia, Canada. This research will integrate a review of secondary literature, an analysis of visitor survey questionnaires gathered from the 2018 festival by international researchers, and will involve interviews with key stakeholders. The main purpose of the research is to assess whether natural events can act as a catalyst for responsible tourism and tourist behaviour. My research will aim to understand how natural events such as the Adams River Salmon Run can promote more responsible behaviour by visitors from a demand perspective, while also gathering information from local residents about the

festival from a supply perspective in order to determine whether responsible tourism is part of their festival management goals.

Key words: responsible tourism, natural events, tourist behaviour, event tourism, sustainable tourism

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Introduction

Although tourism has numerous positive impacts such as boosting local and global economies, it also has the potential to destroy communities, cultures and species while adding to pre-existing issues such as pollution, resource depletion and land degradation as well. Responsible tourism aims to minimize negative social, economic and environmental impacts while creating optimal places for people to live and visit (Cape Town Declaration on Responsible Tourism, 2002, p. 4). This form of tourism was conceptualized in Cape Town in 2002 and resulted in the creation of the Cape Town Declaration on Responsible Tourism (Cape Town Declaration on Responsible Tourism, 2002). This exploratory case study at the Adams River Salmon Run, located at Tsútswecw Provincial Park in British Columbia, Canada, seeks to determine whether natural events can act as a catalyst for responsible tourism in today's fast-changing environment.

The Adams River Salmon Run, North America's largest natural salmon run, has been said to attract thousands of visitors each year (Kruger, Saayman & Hull 2018, p. 3). Every four years, there is an increase in the number of fish that return from the ocean to spawn on the park grounds (Kruger, Saayman & Hull, 2018, p. 3). During this time, the park operates the Salute to the Sockeye Festival, a celebration held for the returning fish, hosted by stakeholders including, but not limited to, the Adams River Salmon Society, BC Parks and the Little Shuswap Indian Band. During the three weeks of festival operations, the park offers a number of additional amenities such as local, non-profit food vendors, artisan booths, interpretive guides, ceremonies and themed events.

In 2014, Dr. John Hull and Dr. Martinette Kruger conducted a visitor survey to gain insights on the visitor typology including their motives for attending the event, their attitudes and their behaviours. The survey was divided into a number of sections addressing general

demographics of attendees, who the attendee was travelling with, how long they'd be staying in the area and their motivations behind visiting the salmon run. In 2018, at the next dominant, or quadrennial run, a similar survey was distributed. However, this version of the survey included an additional section pertaining to responsible tourism and tourist behaviours. The section aimed to measure the attendees level of responsible tourism prior to visiting the salmon run, their responsible behaviour while attending the event and then provided attendees with the opportunity to qualitatively express details about their behaviour while attending the event. The questions prompted them to determine their willingness to pay an increased fee for conservation, their lasting impression of the event and to express whether they considered their behaviour to be responsible during their visit. In addition, I conducted a total of three local stakeholder interviews with representatives from BC Parks, The Adams River Salmon Society and The Little Shuswap Indian Band.

This report will provide a summary of the research conducted for my UREAP project. The first section will provide a literature review. The next will explain the methods and research approach that I adopted as part of the study. The results of my research will then be presented in the following section, followed by the analysis section which will integrate results with the literature review. Finally, my conclusions and recommendations will be presented.

Literature Review

The Adams River Salmon Run, a natural event which occurs annually through the months of September and October, has been said to attract thousands of visitors each season to the Shuswap Region of British Columbia, Canada (Kruger, Saayman & Hull, 2018, p. 3). Although tourism has been recognized as a means to achieving community development, there is a call for further research to investigate how event tourism can play a role in encouraging responsible tourism

specifically (Mair & Laing, 2013, p. 2). Kruger, Saayman & Hull (2018) also acknowledge the fact that different attendees will possess a number of diverse motives for witnessing natural events and will, therefore, have different expectations of their natural event experiences (p. 3). These varied expectations can lead to different displayed behaviour, thus calling for research regarding the attraction and selection of a proper target market for natural events and the conception of new ideas concerning the most efficient way to convert passive tourists to responsible ones. Budneau (2007) believes that there is a possible gap between the environmental attitudes of tourists and their choices (p. 499) This would explain why negative impacts occur at destinations, such as the disturbances of biodiversity habitats or the overuse of the natural space in ecosystems (Budneau, 2007, p. 500). Natural events, such as the Northern Lights or the Adams River Salmon Run, are extremely fragile by nature, therefore, tourism, which operates on the physical environment and often interacts with such events must ensure it is operating as responsibly as possible in order to ensure environmental sustainability. These concerns suggest a need for further research and should be considered when analyzing event attendees at natural events such as the Adams River Salmon Run.

Current literature pertaining to tourist behaviour has pointed to the positive outcomes resulting from various educational tools. Hughes (2013) notes that on site interpretation such as signs, talks and exhibits can enhance the visitor's knowledge, understanding and appreciation of the natural world, and in turn prompt them to think about long-term impacts of their, and others, actions (p. 43). This is particularly important at natural events such as whale migrations, where human impacts can be detrimental to an ecosystem's wellbeing. Budneau (2007) supports informational aids at events as well and believes that internal barriers preventing attendees from choosing responsible tourism comes from a lack of knowledge and ability to understand the

consequences of their choices and habits (p. 503). Hines, Hungerford & Tomera (2010) agree that knowledge is an important element in tourist's environmental consciousness and state that an increased level of environmental knowledge results in a higher likelihood that tourists will engage in responsible environmental behaviour (p. 3). These authors also believe the connection between attitude, behaviour and one's locus of control plays a factor in environmental responsibility (Hines, Hungerford & Tomera, 2010, p. 4). As Budneau (2007) states, a thorough understanding of how attitudes, personalities and lifestyles influence tourist's choices will support the development of tourism and will reflect the willingness to behave in a responsible way (p. 504). Budneau's (2007) study found that the low level of tourists engaging in sustainable tourism indicates a need to understand the barriers that prevent tourists from acting in a responsible manner (p. 504). It is also noted by several authors that there is a gap between behavioral intentions and actual behaviours. Budneau's (2007) study found 70-80% of tourists stated that they were highly concerned about the eco-social components of their holidays, but only 10% converted this concern to action when making a decision (p. 502). Similarly, Hughes (2013) found that stated intentions to engage in conservation rarely manifest as actual behaviour (p. 43). Hughes (2013) suggests that there are a number of barriers to adopting conservation habits (p. 46). For example, tourists are more likely to engage in conservation if it requires little effort and may be discouraged if the activities are more difficult than anticipated (Hughes, 2013, p.45). This is why continuing to investigate what influences tourist's decisions to act, and then providing the right tools for change, is a critical further step in responsible tourism research.

Natural events have been defined as events that occur in a specific place at a specific time lasting from a few seconds to a few weeks and are not organized by humans (Kruger, Saayman & Hull, 2018, p. 3). These events can be classified as earth, sky, animal, bird, plant and water

events, such as the Adams River Salmon Run (Kruger, Saayman & Hull, 2018, p. 3). Kruger, Saayman & Hull's (2018) study found four motivational factors; lifestyle and extraordinariness, education and photography, unique experience and escape and annual commitment and social interaction (p.13). The majority of these are noted to be push factors, meaning the attendee was motivated to attend by internal factors (Kruger, Saayman & Hull, 2018, p 13.). Due to the millions of tourist's these events attract, it is critical to understand the type of tourist that attends natural events in order to customize them to protect the physical environment. Recognizing that people attending these events are likely in different stages of behaviour change allows event organizers to focus their attention on people in one particular stage of behaviour change, or a number of different stages depending on what is best for the particular event (Mair & Laing, 2013, p. 24). Attracting the proper crowd comes from analyzing the attendees and their needs and implementing developments that encourage responsible behaviour. Kruger, Saayman & Hull's (2018) research during the 2014 Salmon Run derived a number of suggestions for improvements at the Adams River Salmon Run, including improving the current interpretation centre as well as the use of scanning barcodes to access information (p. 7). Although, suggestions such as these could help encourage responsible behaviour, collecting further data on the behaviours of attendees at natural events could present even more suggestions for improvement that could then stimulate attendees to act more responsibly on site. In order to steer tourist's choices and behaviours toward sustainable patterns, researchers must learn more about tourist profiles and their environmental knowledge (Budneau, 2007, p. 503).

Very few research studies have attempted to use existing frameworks to analyze how an event can promote and facilitate behaviour change amongst event attendees (Mair & Laing, 2013, p.2). Analyzing tourist behaviour at natural events is a critical step in uncovering both barriers

and instigators of responsible tourism. Mair & Laing (2013) suggest an existing framework, the Transtheoretical Model, commonly used in the psychology discipline, and has been analyzed very minimally in a tourism context (p. 5). This model uses 5 stages, pre-contemplation, contemplation, preparation, action and maintenance, to analyze how individuals adapt voluntary changes in their lives (Mair & Laing, 2013, p. 5). These stages allow us to understand when shifts in attitude and behaviour occur. In conjunction with this model, there are 10 processes referred to as the “engines of change” which allow us to understand how the shifts in behaviour occur (Mair & Laing, 2013, p. 5). Once the individual’s level of behaviour is measured using this model, Mair & Laing (2013) suggest that further studies are conducted to determine how events can support individuals through the process of change, as events typically serve as a way of “sparking” one’s desire to participate in responsible behaviour, but do not necessarily encourage them to adopt a lifestyle change reflecting this (p. 7).

Responsible tourism has been described as tourism that seeks to maximize positive benefits and minimize negative ones (Cape Town Declaration on Responsible Tourism, 2002, p. 4). In particular, environmental responsibility, one of the pillars of responsible tourism, considers the volume and type of tourism that the environment can support and respects the integrity of vulnerable ecosystems and protected areas as well (Cape Town Declaration on Responsible Tourism, 2002, p. 4). Identifying the tourist typology and whether they hold an understanding of responsible tourism definitions such as these continues to be a concern. As Goodwin (2003) points out, passive and uncritical tourists tend to frequently outnumber active and enlightened ones (p. 272). Although, in the UNWTO’s publication, *Tourism and the Sustainable Development Goals* (2018) it is recognized that there is evidence of an emerging ‘more responsible tourist’ that demands tourism products and services geared toward environmental

protection which also benefits local communities (p. 15). Furthermore, Goodwin's (2003) research on responsible tourism found that companies which had adopted responsible tourism policies said that they had adopted them in order to properly educate their travellers (p. 281). Goodwin (2003) also believes that one of the main drivers of responsible tourism is the aspiration to feel good (p. 273). If event organizers can attract responsible tourists or convert indifferent tourists into conscious, aware ones, then responsible tourism would be more easily achievable. This way, tourists are encouraged to get out of their comfortable routines and meet local people, eat at local restaurants, buy souvenirs from locals and understand first-hand how their holiday can make a difference in a community (Goodwin, 2008, p. 273). This can also help clarify the needs of both tourist and host. As Goodwin (2003) acknowledges, a number of tourists want to interact with locals but don't feel they have the guidance to do so and get the most from their holidays (p. 274). Another barrier in need of consideration stems from Aall's (2014) observation of tourists and how, while travelling, people often take time off from their environmentally conscious attitudes and strive for luxury (p. 2576). In contrast, Aall (2014) proposes another theory in which tourists use their leisure time to open to new impressions and may adapt to changes and new ways of living more easily (p. 2577). These changes could very well include environmentally conscious habits which may later transfer into everyday life (Aall, 2014, p. 2577).

Furthermore, responsible tourism research has been increasingly accompanied by the notion of sustainable tourism (Mihalic, 2014, p. 2). According to Mihalic (2014) sustainable tourism has little practical application as it is often used as a public relations tool to address criticisms of tourism impacts as opposed to changing inappropriate behaviours (p. 2). Unfortunately, sustainable tourism has been said to provide change to the industry at an

alarmingly slow rate, therefore, Mihalic (2014) suggests a marriage of the terms responsible tourism and sustainable tourism to provide the term 'responsustable', where both responsibility and sustainability are addressed in the industry (p. 2). Although responsible tourism has been questioned by some authors in regards to its broad context, Mihalic (2014) states that responsible tourism is when questions of ethical and moral responsibility are brought forward and behavioural action takes place to solve such discrepancies (p. 4). In addition, Mihalic (2014) points out that the action required for change pertains to all that are involved in the planning, delivery and consumption of tourism and that the focus should be on industry workers as much as the tourists themselves (p. 4). This absence of environmental social ethics, awareness and human ignorance is what can lead to severe environmental damage (Mihalic, 2014, p. 6). Due to environmental goods being public goods as well, the lack of ownership often results in overuse and pollution (Mihalic, 2014, p. 6). As a result, sustainability is often only promoted if profitable (Mihalic, 2014, p. 8). Ironically, in order to gain revenue, there must be a high number of tourists at a destination which then results in higher pressure on the environment (Belsoy, Korir & Yego, 2012, p. 65). Commodifying land and species can result in dramatic changes to the environment that are often not evident until it is too late (Belsoy, Korir & Yego, 2012, p. 65). Other tourism activities can also lead to negative impacts such as a strong resentment from local indigenous people and degradation of animal habitats due to the commotion created by tourists ((Belsoy, Korir & Yego, 2012, p. 69-70). Additionally, tourism has the potential to foster a phenomenon known as the tragedy of the commons, where individuals self-interest takes priority as opposed to the collective interest of all when using the land (Hardin, 1968).

Mair & Laing's (2012) research on the greening of music festivals suggests festivals have the potential to promote sustainable behaviour. Their belief is that the continuation of research

may lead to events playing a greater role in both tourist and event organizer's responsible behaviour in the future (Mair & Laing, 2012, p. 3). Their study sought to identify barriers and drivers of sustainable behaviour and to identify how attendees values might reflect their decision process. The results found that positive benefits can come from greening festivals, however, the authors admit that due to small sample sizes, and the focus being on music related festivals, that there is a need to explore how sustainability can be implemented at other types of events (Mair & Laing, 2012, p.27). This could be investigated by analyzing tourism related actors such as industry managers, employees, host communities and tourists, and whether they can develop a sense of ethical and moral responsibility that extends beyond self-interest (Bramwell, Lane, McCabe, Mosedale & Scarles, 2008, p. 253). Similarly, Andersson & Getz (2008) suggest a focus on stakeholder engagement and management at festivals as a key means of achieving environmental sustainability. To feel secure about the future, a festival must have powerful, committed stakeholders with an abundance of resources (Andersson & Getz, 2008, p. 211-216).

Alternatively, Collins & Cooper's (2017) study suggests the use of environmental evaluation tools to achieve sustainability. These authors believe there is a lack of research investigating how festivals and events might begin to reduce negative environmental impacts and suggests considering the contribution that an Ecological Footprint management tool could provide (Collins & Cooper, 2017, p. 149). This type of tool considers environmental consequences that occur on site as well as those that occur beyond the festival site (Collins & Cooper, 2017, p. 150). It also holds the power to identify where the largest impacts occur, which is beneficial as the results can then be communicated to festival visitors, encouraging them to reflect on the link between their consumption and the environmental impacts globally and locally (Collins & Cooper, 2017, p. 159). Bramwell, Lane, McCabe, Mosedale & Scarles (2008) believe

that studying the ethical values, attitudes and behaviour of such actors can identify potential “green consumers” who have the ability to act as agents of change (p. 253). Furqan, Mat Som & Hussin (2010) define green tourism as travel to destinations where the flora, fauna and cultural heritage are the primary attractions and note that it is an important component of sustainable tourism (p. 66). Green tourism offers tourists the opportunity to experience local culture and rural life as well as enjoy their holidays with a clear conscience (Furqan, Mat Som & Hussin, 2010, p. 70-73). However, as the UNWTO’s publication, *Tourism and the Sustainable Development Goals* (2018) points out, it is important to mainstream the issue of resilience in tourism planning as opposed to solely focusing on sustainability (p. 15). Resiliency has been described as successful adaption in the presence of risk or diversity (Wall, 2018, p. 395) Building resiliency allows destinations to prepare to withstand catastrophic events, both manmade and natural, and to bounce back from them quickly and stronger than before. However, few tourism destinations are grounded in resiliency thinking (Wall, 2018, p. 395-396).

There is an undeniable growing sector of the tourism industry that demands responsible tourism. With today’s rapidly changing environments, it is critical that tourism professionals and organizations shift to consider their operations environmental sustainability and overall responsibility within the industry. Consumers will certainly experience the difference in these types of holidays for themselves and will likely realize how life enhancing community and environmental engagement can be (Goodwin, 2003, p. 283). Natural events present potential risks to the fragile environments in which they operate. Sadly, despite popular belief, the reality of tourism development is that we simply cannot continue to grow at the pace we do while simultaneously achieving environmental regrowth (Aall, 2014, p. 2577). A study is called for to fill this gap and to determine whether there are responsible tourists already attending these events,

or whether there is an opportunity for visitors to experience the “spark” that will result in responsible behaviour change. This research aims to fill that gap by increasing our understanding of what type of visitor is attending the Adams River Salmon Run, and what the opportunities are to retain and promote more responsible tourism and responsible tourist behaviour. Drastic changes are occurring globally in the realm of tourism and the environment. Now is the time for studies that address the severity of human impacts on our landscape and challenge the traditional ways which we mitigate such impacts.

Methodology

This section will present the methods that were used to answer my research question. The section is divided into three sections that will present my study design, my data collection and my data analysis. Both qualitative and quantitative data were collected through an exploratory case study approach during this study. A secondary data set from on-site survey collection was used to reveal insights from a demand point of view. After, a primary data set was collected from stakeholder interviews to provide insights from a supply perspective.

Study Design

This study took a hermeneutic approach with mixed methods. I adopted an exploratory case study in order to investigate an emerging, particular phenomenon. I organized this project into two phases. The first phase allowed me to analyze the secondary data provided by the festival questionnaire and gain an understanding of visitor demand, while the second phase of stakeholder interviews provided insights from a supply management perspective.

Data Collection

The secondary data set was collected at the festival and then analyzed by an international research team in Potchefstroom, South Africa. I then took that data and analyzed it in the context

of my project by identifying behaviours that led them to self-identify as responsible or irresponsible while attending the festival. I then conducted the stakeholder interviews. This consisted of three face to face interviews, one with a stakeholder from BC Parks, the Little Shuswap Indian Band and the Adams River Salmon Society. One was conducted through a Skype call in the comfort of the respondents home, and the other two in their offices at their place of work. The interviews were These interviews were recorded using a tape recorder and then stored on a password secure Mac computer. The interviews were then transcribed manually. The interviews were conducted during March and April of 2019. Each interview was roughly 30 minutes in length and was conducted at a comfortable and private location of the participants choosing. Each interviewee verbally agreed to be recorded and signed a consent form stating their approval in being recorded and the information being used in my final report. Each interviewee was informed they could withdraw from the process at any time and received a transcript for review within a week of the interview.

Data Analysis

The primary data set was analyzed using an Excel spreadsheet for keywords and manually analyzed for reoccurring and contrasting themes.

Ethics

The ethical approval for this study was permitted by the Thompson Rivers University Research Ethics Board (TRUREB). An online application was completed through the research department and reviewed by my faculty supervisor, Dr. John S. Hull, for approval to move forward with the interview process. Revisions were requested and accepted on February 21st, 2019 (Appendix B).

Survey Analysis

Stakeholder Interview Design

The stakeholder interviews were designed to explore 5 major themes. Questions were organized into sections pertaining to the respondents organization, their views on tourist behaviours, the environmental sustainability at the event, their opinions about natural events, and finally, their vision for the future of the event. Three local stakeholders were chosen for the interview process; a member of The Adams River Salmon Society, a representative from BC Parks and an individual associated with The Little Shuswap Indian Band. These individuals were chosen to provide insights from at least one of the three pillars of the triple bottom line. BC Parks provided an environmental perspective, The Adams River Salmon Society an economic outlook and the Little Shuswap Indian Band a cultural view.

Interview Analysis

The interviews provided a number of rich insights into responsible tourism at the Adams River Salmon Run. There were both overlapping as well as contradicting opinions that occurred (Fig. 4). This framework was generated after cross-comparing each stakeholder's response to the interview questions asked. The focus on contradicting and overlapping opinions was chosen in order to identify areas of disagreement as well as agreement amongst stakeholders. This then allowed for strategy when developing my recommendations section as it aided in identifying weaknesses and strengths at the festival. The insights at the top of the table were the most frequently discussed with the least discussed toward the bottom of the table.

Figure 4: Stakeholder Interview Analysis

Contradicting Opinions	Overlapping Opinions
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The level of responsibility in tourists	Education for adults & locals
Severity of returning run sizes	Language barriers
The level of Indigenous involvement	Do not believe tourists affect the salmon's well-being
The amount of volunteers present	Issues with fisherman
	Tourist's ability to identify irresponsible behaviour
	Admitted room for improvement

Results

The secondary data set used for this project derived from survey collection at the Adams River which was conducted in October of 2018. 409 surveys were collected by a group of volunteers over the course of 10 days during peak visitation at The Salute to the Sockeye Festival. This data set was then processed by a group of researchers at one of Thompson Rivers University's partnering universities, North-West University, in Potchefstroom, South Africa. A final report as well as an organized Excel file containing the data was sent to the author for specific analysis.

The section "E: Perceptions of Responsible Tourism" was the survey section used to support this research. The transtheoretical model, a model of behaviour change commonly used in the psychology field, was used to place respondents in one of 5 stages of behaviour change. The stages, pre-contemplation, contemplation, preparation, action and maintenance, are applied to the attendees likert scale responses to determine their stage. This model is often referred to as the 'Stages of Change' model, as it suggests that individuals move through five stages while adopting voluntary changes in their life (Mair & Laing, 2013, p.5). The pre-contemplation stage

suggests attendees are unaware there are any issues present and are not considering changing their behaviour (Mair & Laing, 2013, p. 5). The contemplation stage occurs when attendees are motivated or persuaded to adapt pro-environmental behaviour (Mair & Laing, 2013, p. 5). The preparation stage occurs when individuals begin taking steps to make changes in their behaviour, while the action and maintenance stages are the final stages which occur when desired behaviour is being performed, but encouragement is still presently needed for the continuation of such behaviour (Mair & Laing, 2013, p. 5). The survey results revealed that overall, the majority of Adams River Salmon Run attendees are currently in the action stage of the Transtheoretical Model. As seen below in Fig. 1, when asked to respond on a scale from 1-5 about the importance of their behaviour at the event, respondents averaged between 3.71 and 4.27. This result suggests tourists are between the preparation and action stages and are either in the process of shifting their behaviour to responsible tourism, or are already actively participating in it.

Figure 1: Perceptions of Responsible Tourism at the Adams River

PERCEPTION OF RESPONSIBLE TOURISM	AVERAGE OUT OF 5	LEVEL OF AGREEMENT
1.That the trip caused minimal damage to the environment	4.27	Important
2.That I supported the local economy	4.24	Important
3.That I could interact with locals	3.85	Important
4.Having an emotional or a physical connection to the salmon	3.71	Important

In addition, respondents were asked to indicate their level of knowledge pertaining to the Adams River Salmon Run and its operations prior to their visit. The results indicated that attendees were in the action stage due to their awareness of the salmon lifecycle and their natural environment. However, participants were matched to the contemplation and preparation stages when asked about their knowledge of the local Indigenous culture. This suggests that although many

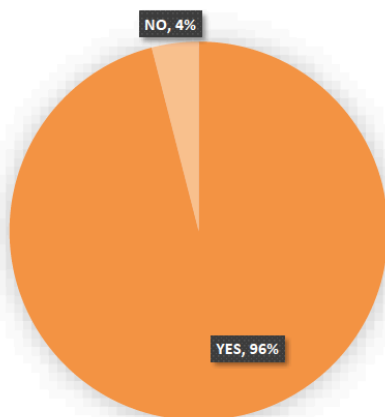
respondents were aware of their behaviour, there is room to encourage attendees to adapt their behaviour to reflect even more responsible practices, such as interacting with the local culture.

Figure 2: Perceptions of Responsible Tourism Before Attending the Salmon Run

PERCEPTION OF RESPONSIBLE TOURISM	AVERAGE OUT OF 5	LEVEL OF AGREEMENT
1.Prior to visiting the Adams River Salmon Run, I had previous knowledge of the salmon's lifecycle	4.11	Agree
2.Prior to visiting the Adams River Salmon Run, I had previous knowledge of the salmon's natural environment	4.14	Agree
3.Prior to visiting the Adams River Salmon Run, I had previous knowledge of the history of the local Secwepemc Indigenous culture in Squilax, BC	2.89	Neutral

The survey results also indicated that 96% of participants considered their behavior to reflect responsible tourism while attending the salmon run. Only 4% responded that their actions could have been more responsible. Carpooling, remaining an appropriate distance from the river banks and staying on designated trails were some of the comments that were made regarding why attendees believed their behaviour could improve.

Figure 3: Event Attendees Perception of Themselves as Responsible Tourists at the Run



The interview results strongly suggest that the Adams River Salmon Run can act as a catalyst for responsible tourism and responsible tourist behaviours. Evidence that event attendees experience a shift in behaviour or actively involve themselves in responsible behaviour when visiting the salmon run was present through each of the stakeholder interviews.

INTERVIEW #1

“...you’re going to get people to the event who maybe don’t recycle or compost at home...but when you explain to them what we’re doing here, they’ll do it...”

“...to the people who do go [to the event], it is quite moving and I think it motivates people to protect them [the salmon] having seen it”

INTERVIEW #2

“...once you explain to a lot of tourists that sockeye get stressed out like people too, they tend to say ‘oh okay. Sorry for that, I didn’t know that’...I find the tourists, once they learn it, they usually follow it”

“...when we would tell the adults something, they would always be the ones to say ‘well, I’ve lived here for 40 years or 30 years’ but then the kids would say, ‘but Dad, we learned this in school, too. I told you not to do it’...”

INTERVIEW #3

“...they [the tourists] are coming to us as park rangers on site and saying ‘hey how come people are walking in the river? We understand that there’s eggs in the river. They’re probably crushing them!’...”

“...somebody throws, let’s say, a rock in the river or a stick to get the fish to move to get part of it on a video. They’re basically called out right away by the majority of the people standing close to them...there’s a lot of self-regulation going on at the river”

Clearly, there is a level of responsibility and awareness present at the Salute to the Sockeye Festival. This event involves the local culture, the support of local businesses and relies on the well-being of the natural environment. The three pillars of sustainability are operating actively in and around the park and due to stakeholder efforts, the event also appears to create better places for people to live and visit. Through education and appropriate infrastructure, this event has created an optimal space to encourage tourists to practice ethical behaviours.

Analysis

Each question from the qualitative interviews were cross-compared. This process revealed major reoccurring themes as well as conflicting points of view. The discrepancies highlighted the obvious gaps that could create disagreements amongst stakeholders, while the agreed upon insights clarified areas that are working well or in need of improvement. Ultimately, the interviews revealed that all three stakeholders collectively agree that tourism is not the dominant factor affecting the salmon's wellbeing or the environmental sustainability of the event.

Conclusion

It appears that the Adams River Salmon Run has immense potential to encourage visitors to adopt voluntary responsible behaviours. Although this study cannot determine whether the salmon run will in fact convert passive tourists to enlightened ones without a longitudinal study, there is evidence from the 2018 visitor survey and the 2019 stakeholder interviews that with proper implementations and encouragement, the run can have a positive impact on responsible tourism. In addition, all three interviewees stated they did not believe that the salmon's well-being was affected by tourism activities. Therefore, this event certainly has the potential to act as

a catalyst for responsible tourism and tourist behaviour with the correct and continued adjustments to its current operations.

Recommendations

In order to shift visitor's behaviour to reflect responsible tourism practices, event organizers must implement a variety of convenient and/or easy to use tools on site. Signage in different languages would be a benefit to Tsútswekw Provincial Park as it would aid with the language barriers present between the event hosts and the international visitor population. Mandarin and German signage in particular would be beneficial as these are two of the largest markets attending the Salute to the Sockeye Festival (Kruger & Hull, 2019). Another recommendation that has the potential to eliminate communication barriers would be to target Thompson Rivers University for international volunteers. Many students are eager to gain volunteer hours for their programs, and international volunteers who have the ability to speak multiple languages could serve as a valuable asset at the run.

In addition, the festival organizers should consider investing resources in a stronger media presence. In today's day and age, there are very few people, never mind travellers, who do not have access to a smart device of some sort. If the Salute to the Sockeye Festival had an app that allowed visitors to take self-guided tours of the park in multiple languages with educational stops highlighting responsible behaviour, it could help with spreading education as well as the language barriers. For example, one stop could convey information about the Secwepemc culture and another could explain details about the local flora and fauna. An app would also provide visitors with the means to leave instant feedback about their experiences, giving the Adams River Salmon Society access to the attendee's recommendations as well as what they enjoyed. Furthermore, an app could provide a link to a hotline number or website, similar to the ones

available for wildfires, where visitors could report any unethical behaviour they witnessed to the Adams River Salmon Society so they could monitor ongoing issues which might occur. There are a number of free app developing platforms available for creation, and again, a Thompson Rivers University student could potentially aid in the start-up of this project as a volunteer with proper targeting and selection.

Similarly, event organizers could consider investing in audio recorders for self-guided tours. That way the tourists that are interested in a more in depth experience can rent an audio tape at the interpretive centre and guide themselves much like the current system at popular museums. In addition, it would be wise to consider implementing donation boxes at the entrance of the park as the survey revealed the majority of people attending would be willing to spend more to aid in salmon conservation. A donation box with information about where the funding would go and how it would help conserve the salmon's natural spawning grounds while continuing to operate as a tourist attraction could potentially bring in extra funding to implement some of these other suggestions.

Limitations

A major restriction in this study was the language barrier present at the run. Collecting surveys was difficult due to the international attendance. In addition, survey collection was also limited because many attendees were under the age of 18, which was against the ethics requirement in this study. The length of the survey was also a barrier in data collection. Many attendees inquired about a take home or online survey, but were not willing to wait to fill out a survey three pages in length. Visitor willingness and actuality was also a limitation. Studies have shown that survey respondents are more likely to answer according to how they would like to behave, not necessarily how they'll actually behave (Goodwin, 2003, p. 277-278).

The interviews were also limited in the amount that were collected? Due to the scope of this project, only three stakeholder interviews were conducted. It would be beneficial to branch out to other key stakeholders such as the Department of Fisheries and Oceans Canada for insights regarding the fish and their ecosystem, a local business owner to gain in depth local economic perspectives and a long-term repeat visitor for insights on the festival logistics and how the event has changed over the years. Lastly, funding and volunteers at the event are a limitation to achieving responsible tourism. In order to implement appropriate adjustments, there should be a call for more resources and manpower.

Contributions to Research

This research will provide local stakeholders with an assessment of the level of responsible tourism operating at the festival. These stakeholders include The Adams River Salmon Society, The Department of Fisheries and Oceans Canada, The Little Shuswap Indian Band, BC Parks, Thompson Rivers University and North West University. This paper will also provide future researchers with a global case study highlighting the best practices for responsible tourism at natural events as well as the areas that require improvement.

Future Research

It's critical to facilitate visitor experiences like what is offered at the Adam's River Salmon Run as it allows the tourism industry to organically encourage ethical behaviour while educating visitors in a fun, experiential way about how to protect the natural and socio-cultural environment. The implications of this study can go beyond the Adams River to other natural events and protected areas that rely on responsible visitation to remain resilient despite human contact. This research provides a platform for further studies to investigate specific tools and the

impacts that tourism can have in other areas of responsible tourism such as the effects on host economies.

Acknowledgments

The author of this paper would like to thank Associate Professor at Thompson Rivers University, Dr. John S. Hull as well as Dr. Martinette Kruger from North West University. A thank you is also extended to the Adams River Salmon Society, BC Parks and The Little Shuswap Indian Band for the support and cooperation in the collaboration of this research.

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Appendix A

Section E: Perceptions of responsible tourism					
16. Using the 1-5 scale below, please indicate the extent you agree with the following statements.					
1. Disagree	2. Somewhat agree	3. Neutral	4. Agree	5. Strongly agree	
1. Prior to visiting the Adams River Salmon Run, I had previous knowledge of the salmon lifecycle	1	2	3	4	5
2. Prior to visiting the Adams River Salmon Run, I had previous knowledge of the salmon's natural environment	1	2	3	4	5
3. Prior to visiting the Adams River Salmon Run, I had previous knowledge of the history of the local Secwepemc Indigenous culture in Squilax, BC	1	2	3	4	5
17. Using the 1-5 scale below, please indicate how important the following aspects were.					
1. Not important at all	2. Unimportant	3. Neutral	4. Important	5. Extremely important	
1. That the trip caused minimal damage to the environment	1	2	3	4	5
2. That I supported the local economy	1	2	3	4	5
3. That I could interact with locals	1	2	3	4	5
4. Having an emotional or a physical connection to the salmon	1	2	3	4	5
18. Responsible tourism is defined as tourism which minimizes negative social, economic and environmental impacts. It is also acknowledged as tourism that creates better places for people to live and for people to visit. With this in mind, please answer the following.					
a. While visiting the Adams River Salmon Run, I consider my behaviour to reflect responsible Tourism.					
<input type="checkbox"/> Yes	<input type="checkbox"/> No	Please explain your answer. _____			
b. What is your lasting impression from your experience at the Adams River Salmon Run? Please explain. _____					
c. I would be willing to spend more (up to 5%) in order to conserve the natural environment (i.e. upkeeping land degradation caused by foot traffic). <input type="checkbox"/> Yes <input type="checkbox"/> No Please explain your answer. _____					



Located on the Tk'emlups te Secwepemc territory within the unceded traditional lands of Secwepmecul'ecw (Secwepemc Nation)

"Analyzing Characteristics of Responsible Tourism at Natural Events: A Case Study on the Adams River Salmon Run"

CONSENT FORM

I agree to participate in the interview conducted by Fauve Garson-Stewart, an undergraduate researcher in the Faculty of Adventure, Culinary Arts and Tourism Management at Thompson Rivers University in Kamloops, British Columbia.

This study's title is "Analyzing Characteristics of Responsible Tourism at Natural Events: A Case Study on the Adams River Salmon Run". The purpose of this research is to determine whether natural events, such as the Adams River Salmon Run can be used as a catalyst for responsible tourist behaviour. Three interviews are being conducted with local stakeholders to gather opinions and insights on the event from a supply perspective. The results of this study will benefit stakeholders and provide an opportunity to identify future suggestions for the event.

The interview will take approximately 45 minutes to complete. I understand that all information provided and discussed will remain confidential. Your name, and the name of your organization, will not be mentioned in the study. Instead, your name will be assigned a number and any other personal information will be deidentified. When the transcription is completed, a copy will be available for your review to verify the accuracy of the information. When the final report is finished, you will have access to it through download on the university's website.

This interview will be recorded and then transcribed with your permission. The digital recording and transcript will be stored in a locked cabinet at the university in a professor's secured office and destroyed after five years. If I am not comfortable being recorded, the interviewer will instead take notes during the interview process. Should I feel uncomfortable during the interview for any reason, I can withdraw at any time. All notes and recordings will be destroyed if I choose to withdraw.

If you have any questions or concerns please do not hesitate to contact Fauve Garson-Stewart, TRU undergraduate researcher, at 250-682-0880, or Dr. John Hull, Associate Professor TRU, at 250-852-7638. For further questions regarding the ethics of this study please contact the Chair of TRU's Ethics Board at 250-828-5000.

I permit the interviewer to audiotape the interview: YES NO

PARTICIPANT'S NAME: _____

SIGNATURE: _____

DATE: _____

STUDENT RESEARCHER'S NAME: _____

SIGNATURE: _____

DATE: _____

FACULTY SUPERVISOR'S NAME: _____

SIGNATURE: _____

DATE: _____



Located on the Tk'emlups te Secwepemc territory within the unceded traditional lands of Secwepmecul'ecw (Secwepemc Nation)

“Analyzing Characteristics of Responsible Tourism at Natural Events: A Case Study on the Adams River Salmon Run”

Dear Participant,

My name is Fauve Garson-Stewart and I am an undergraduate researcher at Thompson Rivers University in the faculty of Adventure, Culinary Arts and Tourism Management. My study is titled, “Analyzing Characteristics of Responsible Tourism at Natural Events: A Case Study on the Adams River Salmon Run”. My research’s purpose seeks to understand whether natural events can act as catalyst for responsible tourist behaviour. The results of this study are beneficial as they will provide information pertaining to the attitudes and behaviours of event attendees as well as provide suggestions for the future sustainability of the event based on the results.

The interview will take no more than one hour and will provide you with the opportunity to convey your personal perspective on the topics discussed relating to the research. All responses will be confidential and any personal information will be deidentified. There will also be the opportunity for you to withdraw from this study at any point during the research process. Your name and your organization will not be mentioned in the final reports.

The questions asked will range in topics regarding your association, the visitors, the environment and natural events. They will be open ended in order to gain an understanding of your professional experiences and opinions.

Your participation in this study is greatly appreciated. If you have any questions, please do not hesitate to contact me at 250-682-0880 or at fauvegarson@gmail.com.

QUESTIONNAIRE

Organizational:

QUESTION 1

Please tell me about your organization and what its connection is to the Adams River Salmon Run?

QUESTION 2

How long have you personally been involved in the Adams River Salmon Run and what has been your primary role?

Tourist related:

QUESTION 3

How would you define responsible tourist behaviour at the Adams River?

QUESTION 4

Do you believe tourists act responsibly while attending the event?

QUESTION 5

Are you concerned about the influx of tourists that the Adams River has seen over the last few dominant runs?

QUESTION 6

If this event continues to grow in size, what would you suggest is the best course of action to manage the growing numbers of people?

QUESTION 7

Do you feel that the event, as a tourist attraction, is harming the well-being of the salmon and their lifecycle?

Environmental sustainability:

QUESTION 8

Are you concerned with the low number of returning fish this year?

QUESTION 9

Do you feel the low number of fish returning is linked to tourism, whether at the Adams River or elsewhere along their journey? (For example, commercial fishing).

QUESTION 10:

What are your concerns regarding the environmental sustainability of this natural event?

QUESTION 11

Ts'utswecw Provincial Park has implemented a number of sustainable initiatives such as waste organizing bins and biodegradable cups, plates and cutlery. In your opinion, are there other sustainable initiatives that could be operating at the park during peak visitation times?

QUESTION 12

What do you believe are the most effective ways to convert environmentally indifferent tourists to enlightened ones?

Natural Events:

QUESTION 13

Do you believe event attendees are educated about how their behaviour can affect a natural event?

Prompt:

If no, what do you suggest is an appropriate way to encourage a deeper level of understanding?

QUESTION 14

Do you believe there is a need to influence visitor's behaviour to reflect more positive practices while attending a natural event such as the Adams River Salmon Run?

And if so, what does that look like to you? What partners/stakeholders would be involved? What resources needed?

QUESTION 15

What do you believe are the barriers, if any, that restrict individuals from acting environmentally responsible while visiting a natural event?

Future & Closing:

QUESTION 16

What would you like the Adams River Salmon Run to look like in the future? What is your vision for this natural event over the next 10 years?

QUESTION 17

Do you have any other comments or remarks regarding responsible tourism or environmental sustainability at the Adams River Salmon Run?

Thank you for your time and support with this research, I would be happy to provide you with a copy of the transcript of this interview for your review upon completion.

Appendix B



THOMPSON RIVERS
UNIVERSITY

February 21, 2019

Ms. Fauve Garson
School of Tourism/Tourism Management
Thompson Rivers University

File Number: 102041
Approval Date: February 21, 2019
Expiry Date: February 20, 2020

Dear Ms. Fauve Garson,

The Research Ethics Board has reviewed your application titled 'REB REVISIONS REQUESTED - Characteristics of Responsible Tourism at Natural Events: A Case Study on the Adams River Salmon Run'. Your application has been approved. You may begin the proposed research. This REB approval, dated February 21, 2019, is valid for one year less a day: February 20, 2020.

Throughout the duration of this REB approval, all requests for modifications, renewals and serious adverse event reports are submitted via the Research Portal. To continue your proposed research beyond February 20, 2020, you must submit a Renewal Form before February 20, 2020. If your research ends before February 20, 2020, please submit a Final Report Form to close out REB approval monitoring efforts.

If you have any questions about the REB review & approval process, please contact the Research Ethics Office via 250.852.7122. If you encounter any issues when working in the Research Portal, please contact the Research Office at 250.371.5586.

Sincerely,
Joyce O'Mahony
Chair, Research Ethics Board