Notice of the Final Oral Examination
for the Degree of Doctor of Philosophy

of

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MEd (James Cook University, 2008)
BTM (Vancouver Island University, 2002)

“The Impact of Surf Tourism on the Community of Tofino”

Department of Geography

August 17, 2017
3:00 P.M.
David Turpin Building
Room B215

Supervisory Committee:
Dr. Simon Springer, Department of Geography, University of Victoria (Co-Supervisor)
Dr. Rick Rollins, Department of Geography, UVic (Co-Supervisor)
Dr. Stephen Wearing, University of Technology Sydney (Outside Member)

External Examiner:
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Chair of Oral Examination:
Dr. Rebecca Grant, Peter B. Gustavson School of Business, UVic

Dr. David Capson, Dean, Faculty of Graduate Studies
Abstract

The dissertation explores sustainable tourism development through an examination of the evolution of surf tourism in Tofino, BC, Canada. Rural townships in Canada are currently re-evaluating the role that primary industries play in their local areas. One of the results is that tourism development has often become a response mechanism for governments and local communities that are looking to reinvigorate ailing rural economies and societies. The research examines the complexities inherent in tourism development with a focus on surf tourism as a form of rural tourism development in coastal regions. Tofino was selected for this case study because the community illustrates many of the challenges facing rural communities where tourism has been introduced into a community previously dependent on resource extraction. However, little is known about the specifics of the development of surf tourism in the Tofino area, and how this development might inform research into concepts found in the tourism related literature, including the Tourism Area Life Cycle (TALC); amenity migration; localism; conflict and violence. The research employs qualitative data collected through face-to-face interviews and has taken direction from Grounded Theory methodology. A revised TALC model based on Butler’s (1980) work is developed and presented as a contemporary multi-faceted model that has utility for destination management and the academy.

Key words: surfing; surf tourism; community; Tourism Area Life Cycle (TALC); amenity migration; localism; conflict; violence; rural tourism; sustainability; sustainable development, carrying capacity; Parks Canada; Tofino; Vancouver Island.