

# A Model for the Social Evolution of Mountain Amenity-Based Communities

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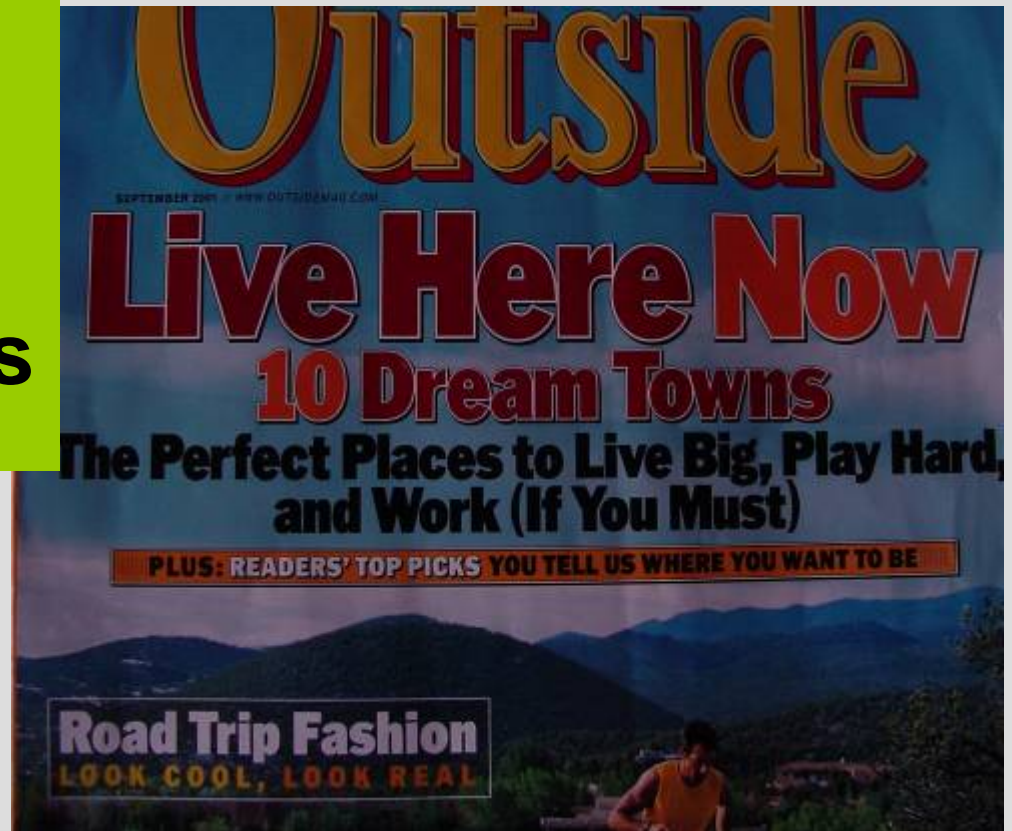
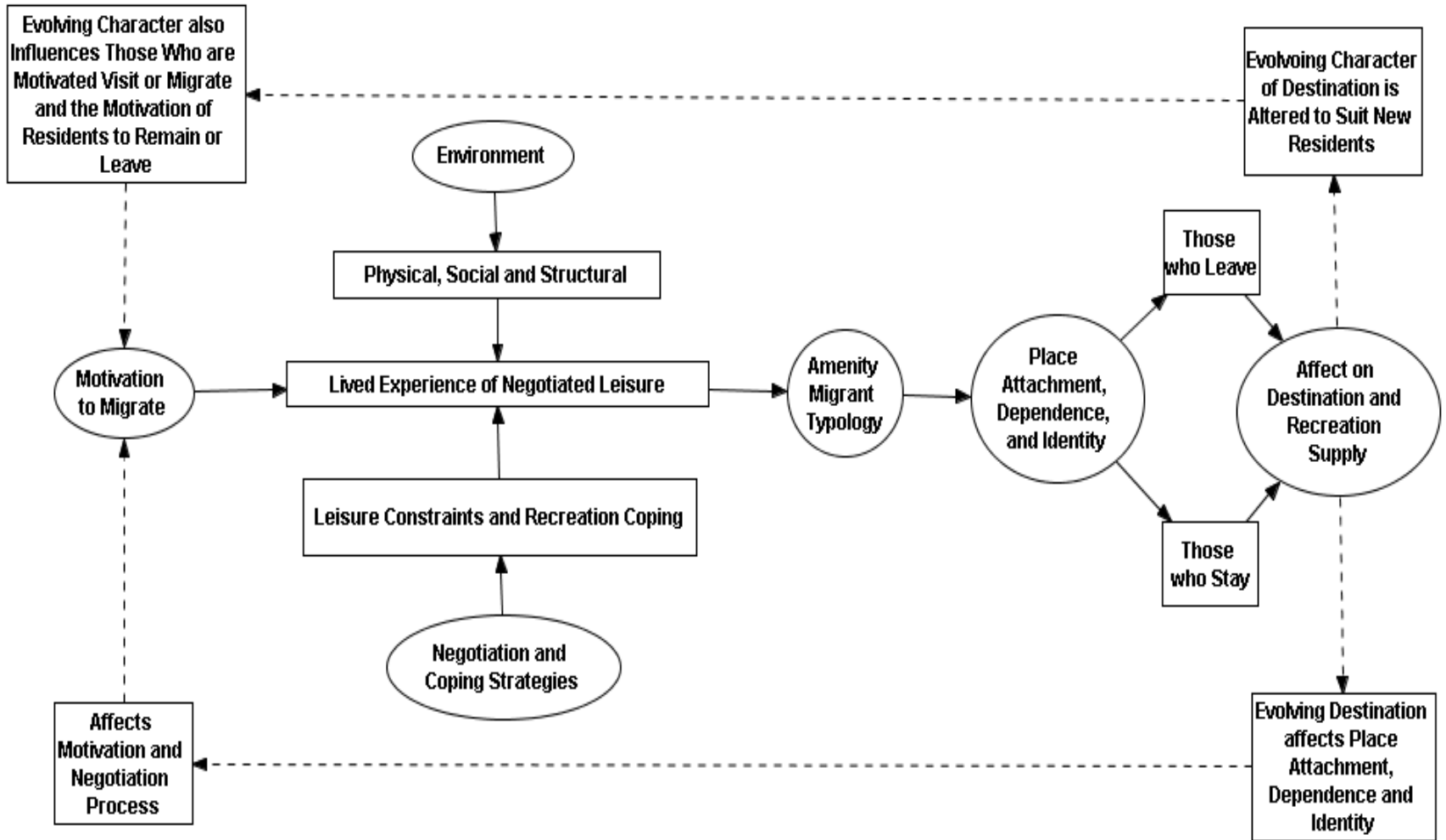


Figure 1 Model of Leisure Negotiation with Amenity Migration



## Initial Question

What is the Lived Experience of Negotiated Leisure for Residents of the Bow Valley?

# My mountain

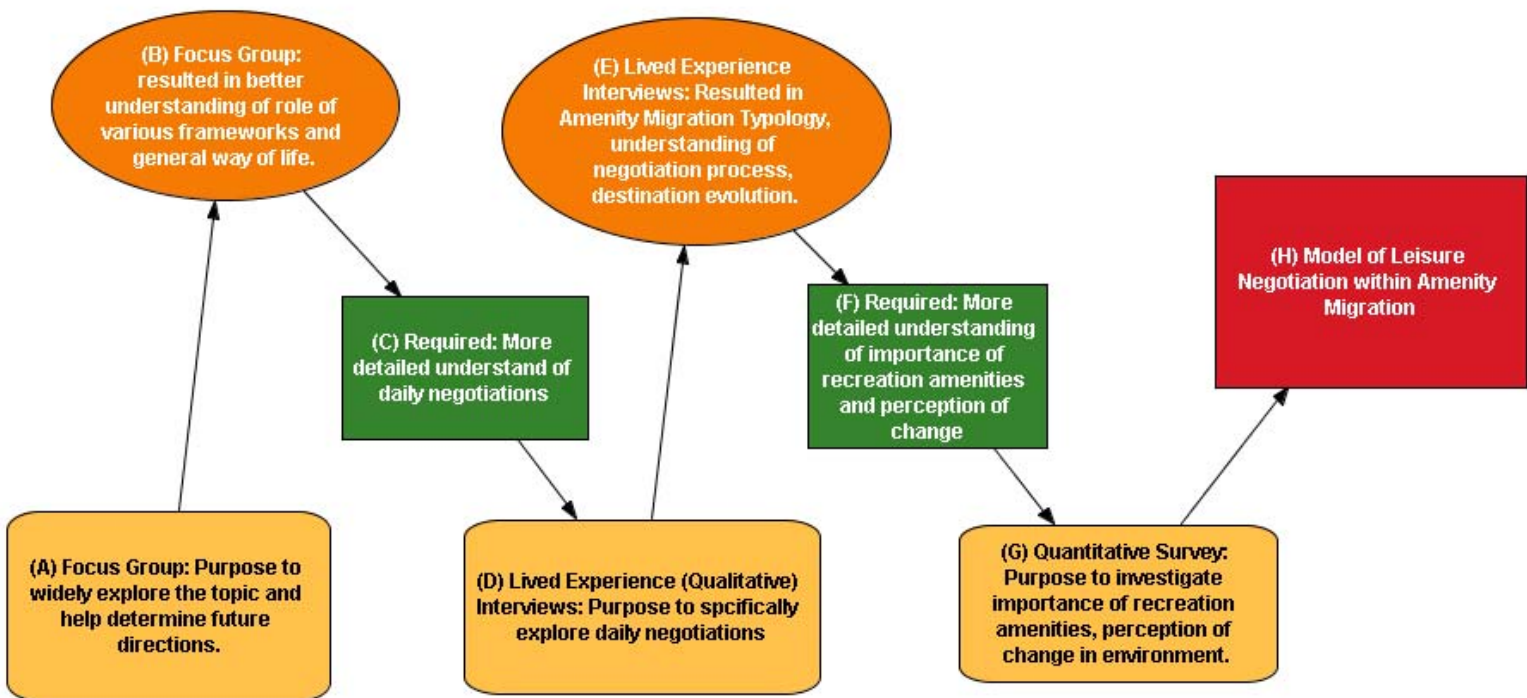
Where did Banff ski bums go to lead "respectable" lives?

"I knew I could never get anything in Banff, so Canmore actually became a ski town by default."



# Grounded Theory Overview

Figure 1.2 Overview of Methodology



# Theoretical Tools



## Leisure Constraints Model

Examination of the way in which individuals make leisure preferences

- Intra-Personal Level
- Inter-personal Level
- Structural Level

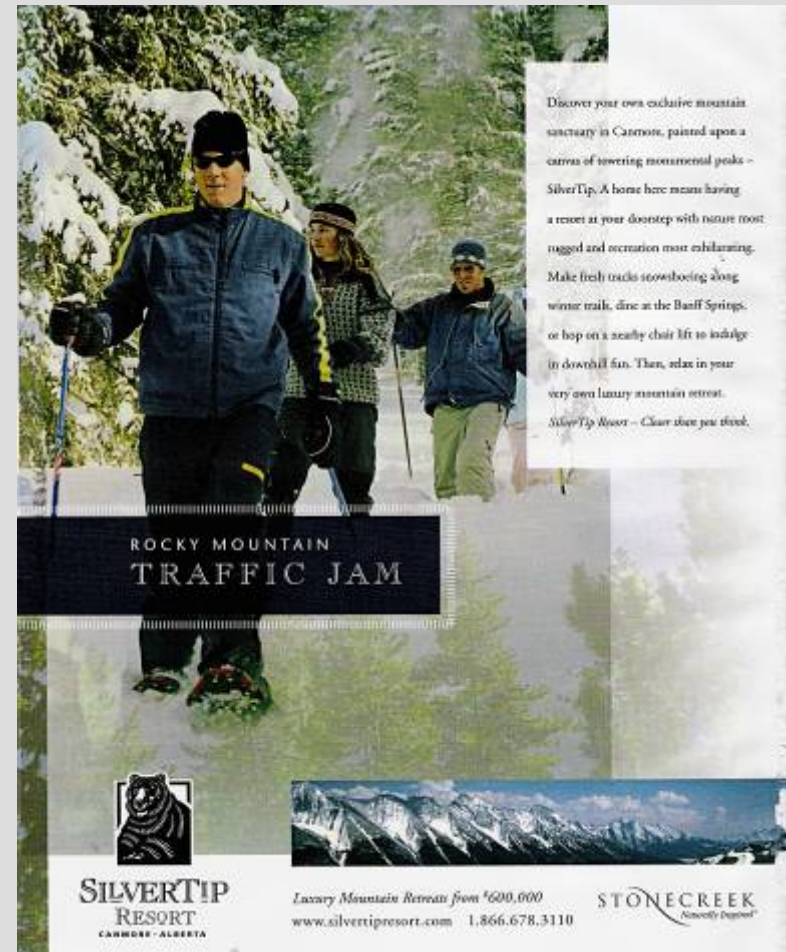
(Jackson 2000)

# Theoretical Tools

## Recreation Coping Strategy


Four basic ways of coping with stress within an outdoor recreation setting:

- Displacement
- Rationalization
- Product Shift
- Direct Action



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(Miller & McCool, 2001)

# Focus Group Results

1. Leisure constraints theory (intra/inter/structural) does not resonate well as typically understood – serves a stronger role in determining lifestyle and fit into the community;
2. High intra- personal – value based – mountain-recreation lifestyle motivation to reside in the Bow Valley;
3. Recreation Coping Strategies resonates on a daily-life basis with displacement accepted as a way of life, product shift second, rationalization third and direct action only marginally;
4. Recreation coping strategies are learned over time and through dialogue with others
5. Physical 'setting attributes' are critical to their motivation to reside
6. Resent second home owners for the change they bring about.

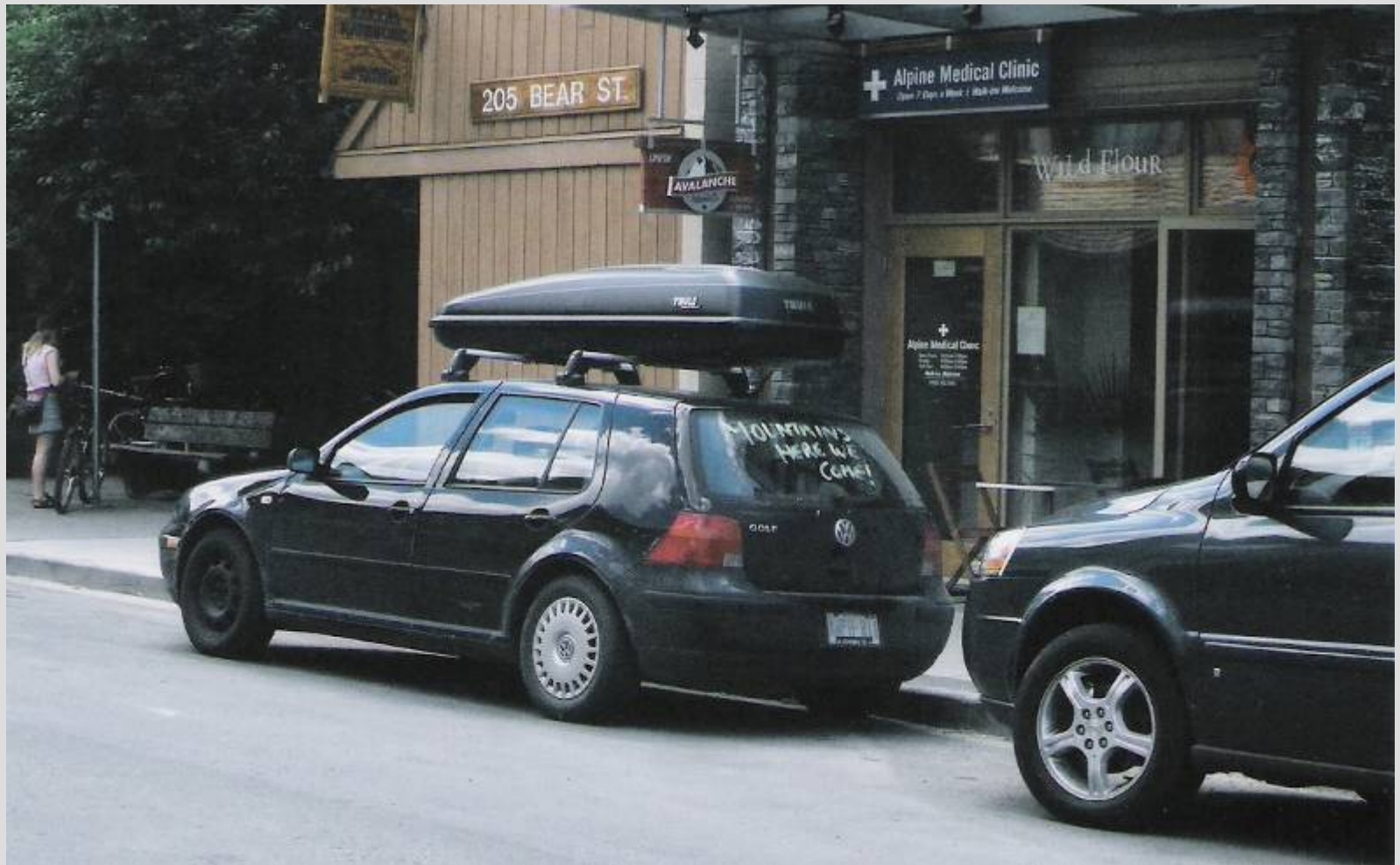
# Second Home Owner Results

1. Second home owners are motivated towards solitary recreation and act in ways that are largely independent from the community while limiting most recreation to the town area.
2. Second home owners report experiencing little stress in recreation and daily life activities (while in Canmore) excepting some local-based resentment which they recognize and would like to see addressed in the future.
3. While satisfaction is largely based on frequency of use they do wish they were more motivated to be active while at their second home.

# Interview Results

1. Daily recreation is NOT an issue – regardless of the type of person access to, skills, and social network do not represent constraints;
2. Sustainability of a mountain – resort town – recreation lifestyle is the challenge;
3. This challenge exists in the form cost of living and:
  - Poor housing options and work issues of either working too much (two jobs, etc.) and not being able to undertake desired activities;
  - Having to take jobs/work that they really do not like;
  - Not enough money to actually do the activities that one desires – ski pass, etc.
4. Career opportunity concerns – that career opportunities are limited
5. Education concerns such that they realize in order to further their career they must leave the BV – maybe return and maybe not return;

# Emergent Themes



# Mountain (Recreation) Lifestyle

There are five (5) ways to segment the data in relation to sustaining the mountain recreation lifestyle:

1. Those seeking a mountain-recreation-lifestyle and rely on the BV for a livelihood and *make it work* through either sacrificing of career, home ownership and work life.
2. Those seeking a mountain-recreation-lifestyle and rely on the BV for a livelihood and *can not make it work* as concerns of cost of living, home ownership, career, and education result in *leaving the BV*
3. Those who seek a career and/or a mountain-recreation-lifestyle and have found careers compatible with the BV (Parks, senior tourism, etc.) and have carved out relatively normal lives (children play hockey etc.) and stay
4. Those who are seeking hospitality careers (not senior positions) and very strong social connections and not interested in a mountain-recreation-lifestyle i.e. the vampires and they stay (as they say until the party is over which may be many years)
5. Those second home owners AND/OR Canmore residents who commute to work elsewhere and thereby do not rely on the BV for a livelihood who can make it work and stay.

# Quantitative Component

## The Survey

- February of 2007
- Systematic sample of Canmore and Banff individuals (adults)
- Proportional distribution based on households
- Door to door drop-off with mail in return of 1,150 questionnaires

## The Questionnaire

- Four basic measures covering
  - Motivation to reside in the Bow Valley
  - Importance of various recreation amenities
  - Perception of change in recreation amenities and community
  - Factors influencing quality of life
  
- Descriptive items
- Intention to stay or leave

# Quantitative Sample and Analysis

## **The Sample**

- 363 usable returns
- Slightly skewed towards Canmore over Banff and towards older age groups and females over males

## **Analysis (four major scales)**

- Descriptive statistics and cleaning of scales
- Factor analysis
  - Kaiser-Meyer-Olkin test of factorability
  - Bartlett's Test of Sphericity
- Cluster Analysis using factor groupings
- ANOVA
- Post-Hoc Scheffe Test

Factor Loadings for Q2 Scale, Motivation to Migrate

| Factors  | Loadings   | Eigen Value | Percent of Variance Explained |
|--|------------|-------------|-------------------------------|
| <i>To Live</i>   |            | 1.69        | 24.19                         |
| To pursue a career in tourism, hospitality or parks                    | .735       |             |                               |
| To start a business  | .692       |             |                               |
| To balance work (work in general) with a mountain recreation lifestyle | .518       |             |                               |
| Just to be with a friend or partner                                    | .491       |             |                               |
| <i>To Escape</i>   |            | 1.33        | 19.09                         |
| To own a second home   | .714       |             |                               |
| To get away and escape where I was                                     | (no value) |             |                               |

# Motivation to Reside

## Cluster Analysis Summary

| Clu 1 & Mean     | Clu 2 & Mean     | Clu 3 & Mean      | Clu 4 & Mean         | Clu 5 & Mean     | Total & Mean     | Scheffe Test (p=.05)  |
|------------------|------------------|-------------------|----------------------|------------------|------------------|---|
| To Live<br>2.7   | To Live<br>1.6   | To Live<br>3.0    | To Live<br>1.5       | To Live<br>2.6   | To Live<br>2.1   | (1>2,1<3,1>4,)<br>(2<1,2<3,2>4,2<5)<br>(3>1,3>2,3>4,3,3>5)<br>(4<1,4<3,4<5)<br>(5>2,5<3,5>4)  |
| To Escape<br>2.2 | To Escape<br>2.9 | To Escape<br>3.4  | To Escape<br>1.2     | To Escape<br>1.1 | To Escape<br>1.7 | (1,2,1<3,1>4,1>5)<br>(2>1,2<3,2>4,2>5)<br>(3>1,3>2,3>4,3>5)<br>(4<1,4<2,4<3)<br>(5<1,5<2,5<3) |
| 2.45*            | 2.25*            | 3.2*              | 1.35*                | 1.85*            | 1.9*             |   |
| Unsure<br>Livers | Escapers         | Just<br>Motivated | Little<br>Importance | Livers           |                  |   |

## Factor Loadings for Q5 Scale, Importance of Recreation Amenities

| Factors   | Loadings | Eigen Value | Percent of Variance Explained |
|---|----------|-------------|-------------------------------|
| <i>Backcountry</i>                                    |          | 3.934       | 23.14                         |
| Backcountry slopes and trails for skiing and riding   | .765     |             |                               |
| Backcountry climbing areas for rock and ice climbing  | .679     |             |                               |
| Backcountry trails for more remote hikes              | .675     |             |                               |
| Rivers & lakes for canoeing and/or kayaking           | .615     |             |                               |
| Backcountry trails for running                        | .603     |             |                               |
| In-town Nordic ski area                               | .518     |             |                               |
| <i>Culture</i>  |          | 2.40        | 14.12                         |
| Museums and galleries                                 | .855     |             |                               |
| Performance arts venues                               | .835     |             |                               |
| In-town trails for walks                              | .495     |             |                               |
| <i>Recreation</i>                                     |          | 1.43        | 8.44                          |
| Town fitness centre                                   | .812     |             |                               |
| Recreation centre for children's activities           | .759     |             |                               |
| <i>Entertain</i>                                      |          | 1.37        | 8.06                          |
| In-town bars and nightlife                            | .735     |             |                               |
| In-town restaurants and cafes                         | .692     |             |                               |
| Ski areas (mechanized) for downhill skiing and riding | .554     |             |                               |
| Roadways for leisure trips                            | .505     |             |                               |

# Importance of Recreation Amenities

## Cluster Analysis Summary

| Clu 1 & Mean               | Clu 2 & Mean             | Clu 3 & Mean         | Clu 4 & Mean            | Clu 5 & Mean            | Total & Mean                     | Scheffe Test (p=.05)  |
|----------------------------|--------------------------|----------------------|-------------------------|-------------------------|----------------------------------|---|
| Culture<br>2.21            | Culture 2.44             | Culture<br>3.34      | Culture<br>3.48         | Culture<br>2.70         | <b>Culture<br/>2.81</b>          | (1<3,1<4,1<5)<br>(2<3,2<4,2<5)<br>(3>1,3>2,3>5)<br>(4>1,4>2,4>5)<br>(5>1,5>2,5<3,5<4)                 |
| Recreation<br>1.67         | Recreation<br>1.93       | Recreation<br>1.69   | Recreation<br>3.44      | Recreation<br>3.48      | <b>Recreation<br/>2.50</b>       | (1<4,1<5) (2<4,2<5)<br>(3<4,3<5)<br>(4>1,4>2,4>3)<br>(5>1,5>2,5>3)                                    |
| Backcountry<br>1.70        | Backcountry<br>2.77      | Backcountry<br>2.03  | Backcountry<br>3.11     | Backcountry<br>2.30     | <b>Back<br/>country<br/>2.42</b> | (1<2,1<3,1<4,1<5)<br>(2>1,2>3,2<4,2>5)<br>(3>1,3<2,3<4,3<5)<br>(4>1,4>2,4>3,4>5)<br>(5>1,5<2,5>3,5<4) |
| Entertain<br>1.73          | Entertain<br>2.39        | Entertain<br>2.21    | Entertain<br>2.97       | Entertain<br>2.12       | <b>Entertain<br/>2.30</b>        | (1<2,1<3,1<4,1<5)<br>(2>1,2<4,2>5)<br>(3>1,3<4)<br>(4>1,4>2,4>3,4>5)<br>(5>1,5<2,5<4)                 |
| 1.82*                      | 2.38*                    | 2.31*                | 3.25*                   | 2.65*                   | <b>2.50*</b>                     |   |
| Overall Dis-<br>interested | Backcountry<br>Lifestyle | Culture<br>Lifestyle | Everything<br>Lifestyle | Recreation<br>Lifestyle |                                  |   |

Factor Loadings for Q8 Scale, Perception of Change

| Factors                                 | Loadings | Eigen value | Percent of Variance Explained |
|---|----------|-------------|-------------------------------|
| <i>Crowding</i>                         |          | 9.16        | 15.84                         |
| Number of tourists                      | .777     |             |                               |
| Crowding and congestion in town         | .777     |             |                               |
| Number of day recreationists - Calgary  | .759     |             |                               |
| Vehicle traffic                         | .741     |             |                               |
| Number of second home owners            | .642     |             |                               |
| Crowding & congestion in backcountry    | .623     |             |                               |
| The general cost of living              | .609     |             |                               |
| <i>Backcountry</i>                      |          | 3.97        | 12.87                         |
| Number of canoe & kayak areas           | .821     |             |                               |
| Number of areas of rock climbing        | .820     |             |                               |
| Number of backcountry areas for skiing  | .780     |             |                               |
| Quality of backcountry recreation areas | .675     |             |                               |
| <i>Urbane</i>                           |          | 2.09        | 12.52                         |
| Number of bars and lounges              | .720     |             |                               |
| Number of shopping areas                | .705     |             |                               |
| Number of restaurants                   | .703     |             |                               |
| Number of Nordic ski areas              | .659     |             |                               |
| Number of Cafes                         | .657     |             |                               |
| <i>Town</i>                             |          | 1.50        | 11.72                         |
| Number of Indoor fitness/sports areas   | .773     |             |                               |
| Number of full time residents           | .684     |             |                               |
| Good full time jobs                     | .675     |             |                               |
| Number of In-town parks & pathways      | .605     |             |                               |
| Access to good quality housing          | .490     |             |                               |
| <i>Outdoor</i>                          |          | 1.25        | 10.00                         |
| Number of backcountry trails            | .818     |             |                               |
| Number of informal trails               | .598     |             |                               |
| Number of ski/snowboard areas           | .485     |             |                               |
| Number of festivals and events          | .440     |             |                               |
| <i>Urban</i>                            |          | 1.13        | 5.29                          |
| Quality of urban recreation             | .688     |             |                               |

# Perception of Change

## Cluster Analysis Summary Analysis

| Clu 1 & Mean         | Clu 2 & Mean        | Clu 3 & Mean            | Clu 4 & Mean        | Clu 5 & Mean        | Total & Mean                     | Scheffe Test (p=.05)  |
|----------------------|---------------------|-------------------------|---------------------|---------------------|----------------------------------|---|
| Crowding<br>2.00     | Crowding<br>1.23    | Crowding<br>1.60        | Crowding<br>1.38    | Crowding<br>1.41    | <b>Crowding<br/>1.55</b>         | (1>2,1>3,1>4,1>5)<br>(2<1) (3<1) (4<1)<br>(5<1)   |
| Urbane<br>2.28       | Urbane<br>1.36      | Urbane<br>2.07          | Urbane<br>1.76      | Urbane<br>1.81      | <b>Urbane<br/>1.85</b>           | (1>2,1>4,1>5)<br>(2<1,2<3,2<4,2<5)<br>(3>1) (4<1,4>2)<br>(5<1,2>2)                            |
| Town<br>3.06         | Town<br>1.75        | Town<br>3.83            | Town<br>2.23        | Town<br>2.47        | <b>Town<br/>2.50</b>             | (1>2,1<3,1>4,1>5)<br>(2<1,2<3,2<4,2<5)<br>(3>1,3>2,3>4,3>5)<br>(4<1,4>2,4<3)<br>(5<1,5>2,5<3) |
| Outdoor<br>2.91      | Outdoor<br>2.09     | Outdoor<br>2.86         | Outdoor<br>2.80     | Outdoor<br>2.86     | <b>Outdoor<br/>2.68</b>          | (1,2)<br>(2<1,2<3,2<4,2<5)<br>(3>3) (4>2) (5>2)   |
| Urban<br>2.68        | Urban<br>1.80       | Urban<br>3.44           | Urban<br>2.43       | Urban<br>4.21       | <b>Urban<br/>2.72</b>            | (1>2)<br>(2>1,2<3,2<4,2<5)<br>(3>2) (4>2) (5>2)   |
| Backcountry<br>2.97  | Backcountry<br>2.31 | Backcountry<br>3.23     | Backcountry<br>3.10 | Backcountry<br>3.25 | <b>Back<br/>country<br/>2.90</b> | (1>2,1<3,1<5)<br>(2<1,2<3,2<4,2<5)<br>(3>1,3>2,3>4)<br>(4>2,4<3,4<5)                          |
| Nothing is Different | Crowded Out         | Everything is Different | Mountain Types      | TBD                 |                                  |   |

Factor Loadings for Q9 Scale, Quality of Life

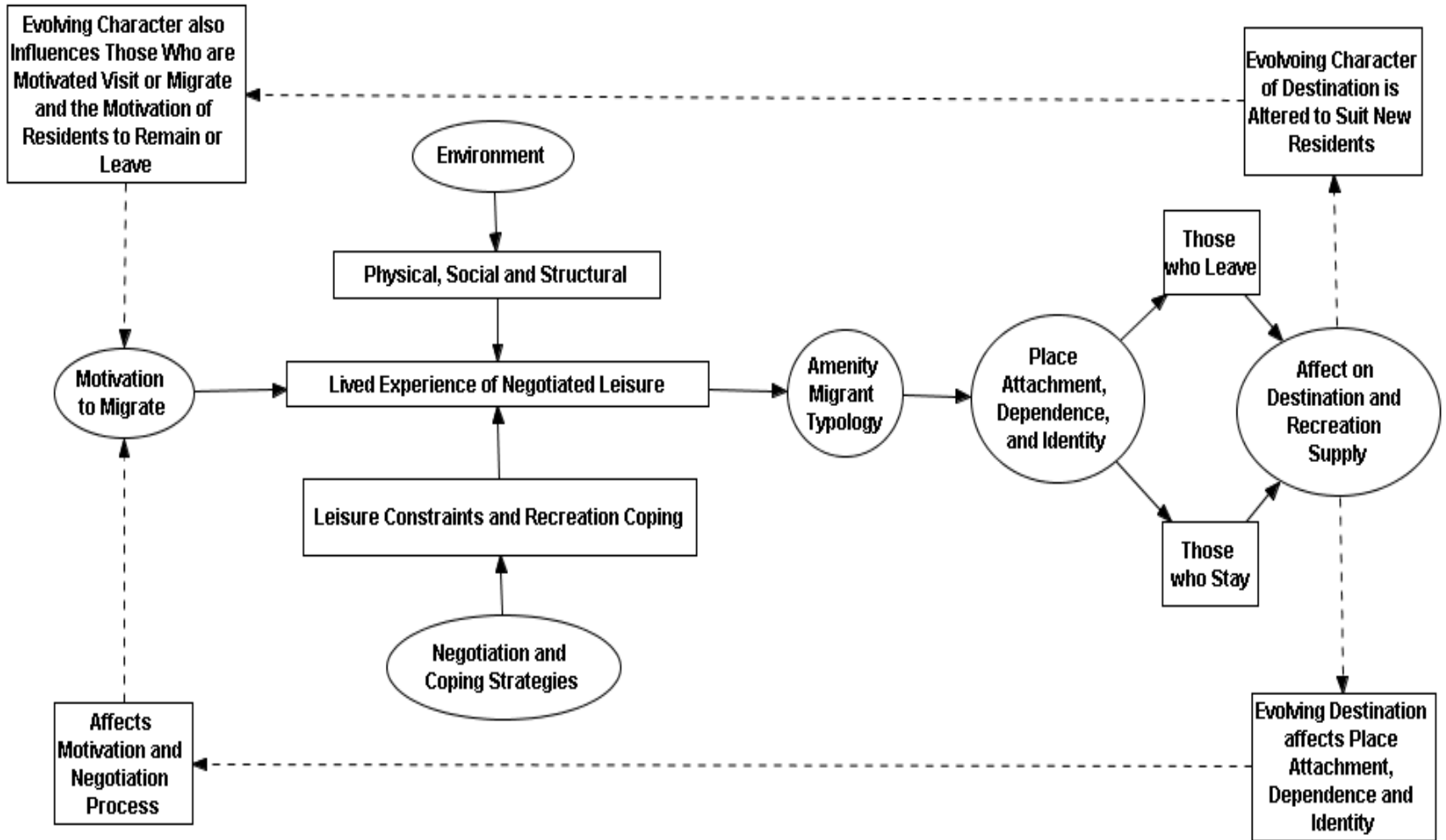
| Factors  | Loadings | Eigen Value | Percent of Variance Explained |
|--|----------|-------------|-------------------------------|
| <i>Community</i>                                 |          | 2.68        | 18.94                         |
| The amount of development                        | .734     |             |                               |
| The sense of community                           | .725     |             |                               |
| Ability to make friends                          | .655     |             |                               |
| Cost of living (housing and daily life)          | .454     |             |                               |
| <i>Services</i>                                  |          | 1.29        | 18.457                        |
| Access to quality health care                    | .692     |             |                               |
| Access to quality education                      | .660     |             |                               |
| Quality of in-town recreation                    | .468     |             |                               |
| <i>Negatives</i>                                 |          | 1.10        | 13.32                         |
| Level of regulations with backcountry recreation | .740     |             |                               |
| Availability of career/work opportunities        | .627     |             |                               |

# Quality of Life

## Cluster Analysis Summary

| Clu 1 & Mean      | Clu 2 & Mean      | Clu 3 & Mean      | Clu 4 & Mean      | Clu 5 & Mean      | Total & Mean              | Scheffe Test (p=.05)  |
|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------------|---|
| Services<br>3.08  | Services<br>3.29  | Services<br>3.66  | Services<br>4.15  | Services<br>3.13  | <b>Services<br/>3.66</b>  | (1>2,1>3,1<4,1<5)<br>(2<1,2<4,2<5)<br>(3<1,3<4,3<5)<br>(4>1,4>2,4>3)<br>(5>1,5>2,5>3)     |
| Negatives<br>3.16 | Negatives<br>2.84 | Negatives<br>3.59 | Negatives<br>2.99 | Negatives<br>3.66 | <b>Negatives<br/>3.13</b> | (1>2,1<3,1<5)<br>(2<1,2<3,2<4,2>5)<br>(3>1,3>2,3>4,3<5)<br>(4>2,4<3,4<5)<br>(5>1,5>2,5>3) |
| Community<br>3.14 | Community<br>2.38 | Community<br>2.34 | Community<br>3.73 | Community<br>3.05 | <b>Community<br/>3.05</b> | (1<3,1<4,1<5)<br>(2<3,2<4,2<5)<br>(3>1,3>2,3<4,3<5)<br>(4>1,4>2,4>3)<br>(5>1,5>2,5>3,5<4) |
| 3.12*             | 2.57*             | 3.19*             | 3.72*             | 3.28*             | <b>3.28*</b>              |   |
|                   |                   |                   |                   |                   |                           |   |

Figure 1 Model of Leisure Negotiation with Amenity Migration





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# Trails closed after bear sightings

BY PATRICK BRETHOUR, CALGARY

Alberta wildlife officials have closed the wilderness area where a grizzly killed a 36-year-old woman last week, shutting the trails to human traffic hours after two more bears were seen nearby.



CRAIG DOUCE/ CANADIAN I

# Look after residents first

Editor:

I find it interesting that Canmore council has chosen to delay addressing or significantly reducing the monies available to the pool and library. It is a good thing they want to redirect the money to tourist-related endeavours rather than for the community. Perhaps the library can be privately funded so that fees go up for people living here. And the pool — let's put it up in Three Sisters, so more people avoid the downtown, and the pool then addresses vacationers rather than townspeople. Young families are already in decline in this town... so good on council for this foresight. And I have

to say that I am glad public transport for locals will not be clogging up the streets for the tourists and weekenders in their vacation vehicles. And the old Town Hall site, I am glad to say, has had all the trees removed to increase the views. Perhaps council should consider selling some more parkland and treed lots in order to facilitate growth for the wants of those who have no real vested interest in the town.

Oh, and just in case any council members are unsure, this letter is sarcasm.

Dave Bateman  
Canmore

Joe Pavelka

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Planvision Consulting Ltd.