

Enhanced Performance and Visitor Satisfaction in Artisan Businesses: A Case Study of the Evaluation of the Économusée® Model in British Columbia

John Predyk

*Dept of Recreation and Tourism
Vancouver Island University*

Nicole Vaugeois

*AVP, Scholarship, Research & Creative Activity
Vancouver Island University*



**VANCOUVER ISLAND
UNIVERSITY**

Acknowledging funders



Société de développement économique
Colombie-Britannique



ÉCONOMUSÉE
BRITISH COLUMBIA

Artisans at work



Ministry of Jobs, Tourism
and Skills Training



Société de développement économique
Colombie-Britannique

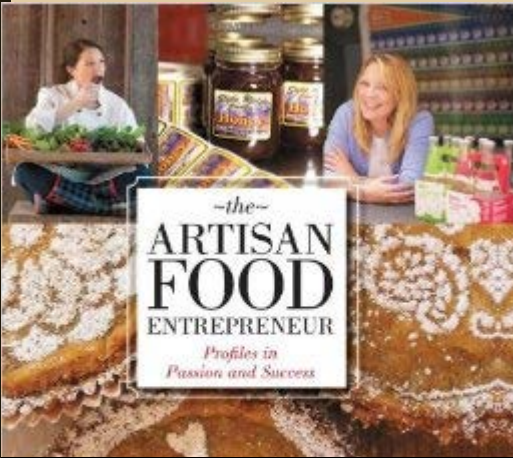


VANCOUVER ISLAND
UNIVERSITY



- The past decade has seen a re-emergence of artisans as an economic force, a trend that is predicted to continue.
- These artisans “ply their trade outside of the walls of big business, making a living with their craftsmanship and knowledge”

Rural areas are well positioned to seize the opportunities of the Artisan Economy



Growing in significance

- “The artisan sector is part of a much larger global creative economy that, if it were a country, would already be **equal to the fourth-largest economy in the world**, with the fourth largest workforce according to the Inter-American Development Bank. Beyond the aggregate economic impact, artisan products **reflect the cultural and social traditions of the communities within which they were created**. Choosing artisan means supporting a form of economic development that has deep meaning, one that originates from and is rooted in the uniqueness of people and place”
(Foote, 2015)

What do artisans craft?

- Craft is the **design and small-scale production** of quality goods from natural and human-made materials such as clay, glass and wood, or from animal and plant substances such as milk, grain and meat.



Traditional Craft Trades

Utilitarian

Trades that integrate traditional knowledge & skills in the production of functional and/or aesthetic goods.

E.g.

Blacksmithing, book binding, glass blowing, instrument making, pottery making, tanning, timber framing, weaving.



Consumable

Trades that integrate traditional knowledge & skills in the production of edible and/or cosmetic goods.

E.g.

Baking, brewing, cheese making, essential oil production, honey making, wine making, soap making.



A growing international network with more than 70 member artisans renowned for their excellence.



Search...



FR | EN

ABOUT US

LEARN ABOUT
ÉCONOMUSÉE®?

DISCOVER OUR
NETWORKS

CONTACT US

SHOP ONLINE

MAGAZINE AND
E-MAGAZINE
ARTISANS AT WORK

2ND INTERNATIONAL
CONFERENCE





Artisans at work
ĒCONOMUSĒE®

INTERNATIONAL

Our purpose

We believe in the preservation of traditional knowledge to enhance cultural diversity.

We believe that through their trades, artisans perpetuate history, tradition and often even a part of the cultural identity of a village, region or country. Through their ability to preserve an intangible heritage, artisans are vital contributors to promoting and safeguarding identitarian forms of knowledge that contribute to cultural outreach in a globalized world. The loss of traditional know-how undermines a cultural heritage.

We believe in a pattern of consumption with a human dimension.

Artisans everywhere are vulnerable, even threatened by large-scale industrial production. Artisans offer production that is local, close at hand and of unique quality to meet the needs of consumers fully aware of the impacts of their choices. These consumers seek an identity, which explains why they are prepared to pay more.



Artisans at work
ÉCONOMUSÉE®

INTERNATIONAL

We believe that local entrepreneurship benefits communities.

Artisans are real generators of wealth who contribute to the vitality of the communities where they are located. They are dynamic regional contributors because they create direct and indirect jobs, buy locally and invest regularly in their infrastructures and equipment.

We believe that cultural tourism is the best way to showcase artisans.

The ÉCONOMUSÉE® concept is part of a dynamic agro tourism and experiential cultural tourism approach that allows people to:

- Meet artisan entrepreneurs who welcome visitors to premises where artistic creation and production take place
- Get to know, exchange and share with artisans the craft they exercise with passion
- Discover production models based on tradition and products carefully crafted on the premises
- Admire excellence, savour for the pleasure of the senses and live moments of emotion
- Participate in an interactive and authentic cultural experience
- Stand out from the competition



Artisans at work ÉCONOMUSÉE®

BRITISH COLUMBIA

- The model was introduced to the province of British Columbia in 2010 by the Société de développement économique de la Colombie-Britannique (SDÉCB) as the catalyst for the initiative ÉCONOMUSÉE® British Columbia Artisans at Work.
- SDÉCB aims to facilitate the economic growth of rural communities in B.C. through the implementation of the 'Artisans at Work' model.



- *an enterprise that operates in the field of fine crafts or the agri-food sector and uses authentic know-how in the production of commodities.*
- *showcases artisans and their trades. Artisans open their workshops to the general public so they can share their knowledge and passion and sell products made on the premises.*
- From a tourism standpoint it is an innovative concept that allows private enterprises to reach out to the general public, explain local culture and contribute significantly to the preservation of an intangible cultural heritage.



The core of an ÉCONOMUSÉE artisans at work: Six Components

- A welcoming area where visitors are greeted and find out about what an ÉCONOMUSÉE is
- A workshop where visitors can see Artisans at Work
- An area for the interpretation of traditional know-how
- An area for the interpretation of contemporary know-how
- A documentation and archives area
- A boutique where people can purchase products processed on site



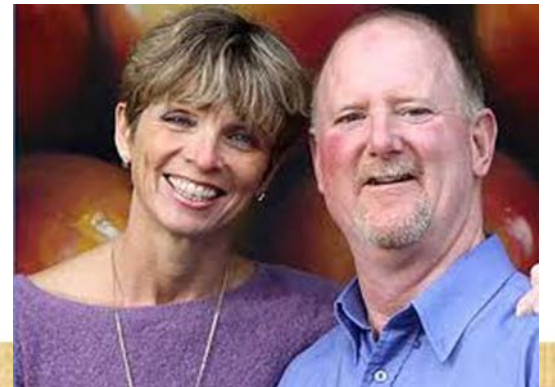


The Sites:

Merridale Ciderworks

The Cider ÉCONOMUSÉE

Merridale is a Heritage cider apple orchard located in the Cowichan valley where climate conditions are suitable for the growth of world class cider apples. From harvesting, to pressing, to fermentation and bottling, visitors will discover each step required in the crafting of a great cider product.





Merridale Ciderworks

- <https://www.youtube.com/watch?v=vOqdKN4Ve8A>



The Sites:

Hazelwood Herb Farm

The Herbology ÉCONOMUSÉE

Hazelwood farm is also located in the Cowichan Valley, just north of Ladysmith. The farm is known for the incredible varieties of herbs grown and processed on site. Over 450 herbs are grown there, and their product line includes beauty, health, and culinary products. While the farm has been in operation for 25 years, a recent change in ownership and a strong interest in increasing the visitor experience on site have created the right conditions for an Economusee conversion to occur.



The Sites:

Tofino Cedar Furniture

The Chairmaking ÉCONOMUSÉE

Tofino Cedar Furniture is located in Tofino on the rugged west coast of Vancouver Island. Since 1993 they have been specializing in Adirondack furniture made from local salvaged western red cedar. Visitors to their shop can see them crafting furniture that will last as long as 30 years in any climate.



The Sites:

Wayward Distillation House *The Distillery ÉCONOMUSÉE*

In the heart of the Comox Valley, Wayward Distillation House is the first Canadian distillery to use honey as a base to craft spirits. Using BC wild clover honey, Wayward balances tradition and creativity to create vodka, gin and many other unique spirits. Visitors to the distillery have the opportunity to tour the facilities, learn about the honey distillation process, and taste the spirits.



The Sites:

Townsite Brewing

The Beer Brewing ÉCONOMUSÉE

Located in the historic Townsite district of Powell River at the top of the sunshine coast, Townsite Brewing is an award-winning microbrewery founded in 2011. Led by the only Belgian born brew master in BC, Townsite gives visitors an opportunity to try a wide variety of favourites and unique Belgian craft beers.



The Sites: Townsite Brewing





The Sites:

Mary Fox Pottery

The Pottery ÉCONOMUSÉE

An internationally acclaimed ceramist Mary Fox creates contemporary Raku stoneware as well decorative and functional ceramic vases and vessels. Visitors to the Ladysmith studio and gallery can learn about her innovative glazing techniques, fabrication process and purchase one of her pieces.





The Sites:

Okanagan Lavender & Herb Farm

The Essential Oils ÉCONOMUSÉE

Overlooking Okanagan Lake, Okanagan Lavender Herb Farm cultivates annual and perennial herbs, distilling them to their essential oils. They hand craft a variety of natural products for the body, the kitchen, as well as the home. Visitors have the opportunity to learn about their distillation process, walk through the gardens, and purchase locally made natural health and beauty products.



Artisans at work
ÉCONOMUSÉE®

BRITISH COLUMBIA

- The two guiding questions for the study were:
 1. What is the economic impact or change in the economic performance at each of the sites using the ÉCONOMUSÉE model?
 2. How do visitors to each of the sites evaluate their overall experience?



Artisans at work
ECONOMUSÉE®

BRITISH COLUMBIA

Methodology – Visitor experience

the study utilized multiple methods including:

- interviews with the operators
- an online survey of visitors
- observation of site usage by visitors.



Intercept –post visit survey model

- Visitors are asked to participate at the venue via a ballot box and poster.
- The poster describes the study, incentivizes them using a draw, and asks them to leave their email address on a ballot.
- Ballots are collected weekly and sent to the researchers who then send out the invitation to participate in an online survey.
- Method has been used successfully in BC since 2012 with high response rates (*Vaugeois, Parker, Evernden, Sliskovic, 2015*).



Société de développement économique
Colombie-Britannique



ÉCONOMUSÉE
BRITISH COLUMBIA

Artisans at work

Visitor Experience Survey
ÉCONOMUSÉE British Columbia Artisans at Work



Visitors to ÉCONOMUSÉE® venues are encouraged to participate to a short online survey to tell us about their experience. By providing us with your email address, you will be sent a link and asked to fill out the online survey after your visit to Tugwell Creek Honey Farm & Meadery. This evaluation is important to us as it will allow us to continue improving the quality of the ÉCONOMUSÉE® experiences in British Columbia.

Enter the contest and you could win:

**A prize package containing top-quality,
authentic products from Tugwell Creek
Honey Farm & Meadery**

Please note that your email will not be used for any other purpose than this study.

The Société de développement économique de la Colombie-Britannique (SDECB), the host organization for the ÉCONOMUSÉE British Columbia Artisans at Work initiative, would like to measure the quality of your experience while visiting our ÉCONOMUSÉE® sites in British Columbia, like this one at Tugwell Creek Honey Farm & Meadery.

If you have any questions or concerns regarding this study, please contact the Lead Researcher, Professor John Predyk from Vancouver Island University at john.predyk@viu.ca or at (250) 755-5082.



Visitor Experience Survey

Name: _____

Email Address: _____

VANCOUVER ISLAND
UNIVERSITY





Artisans at work
ECONOMUSÉE®

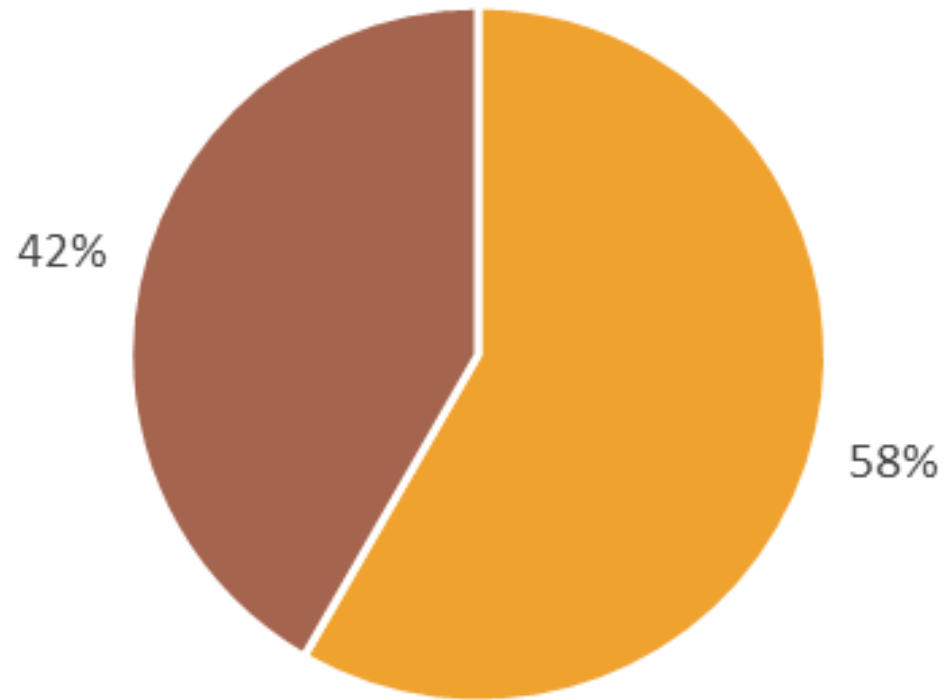
BRITISH COLUMBIA

Visitor experience survey

- 1,061 invitations to participate in the survey were sent out to visitors to the businesses
- 435 visitors responded by completing the survey (41% response rate)

Visitor Experience- Findings:

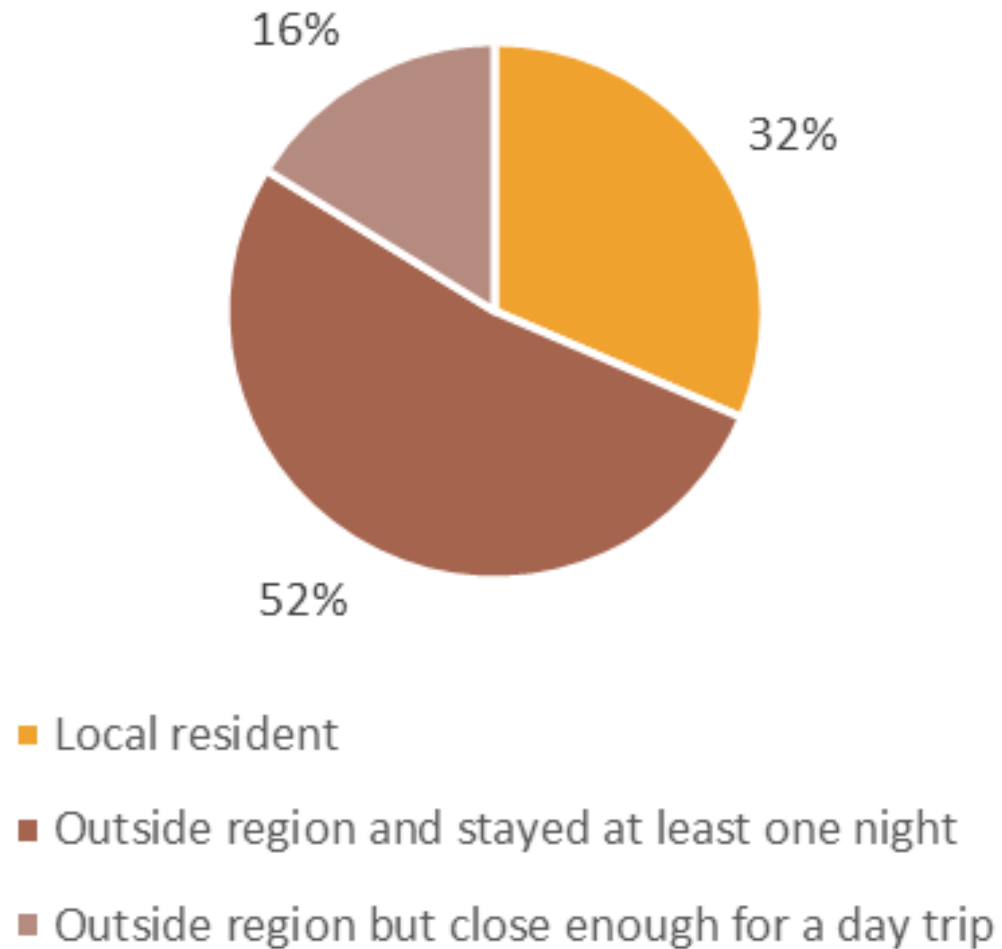
First time vs. repeat visits to the artisans



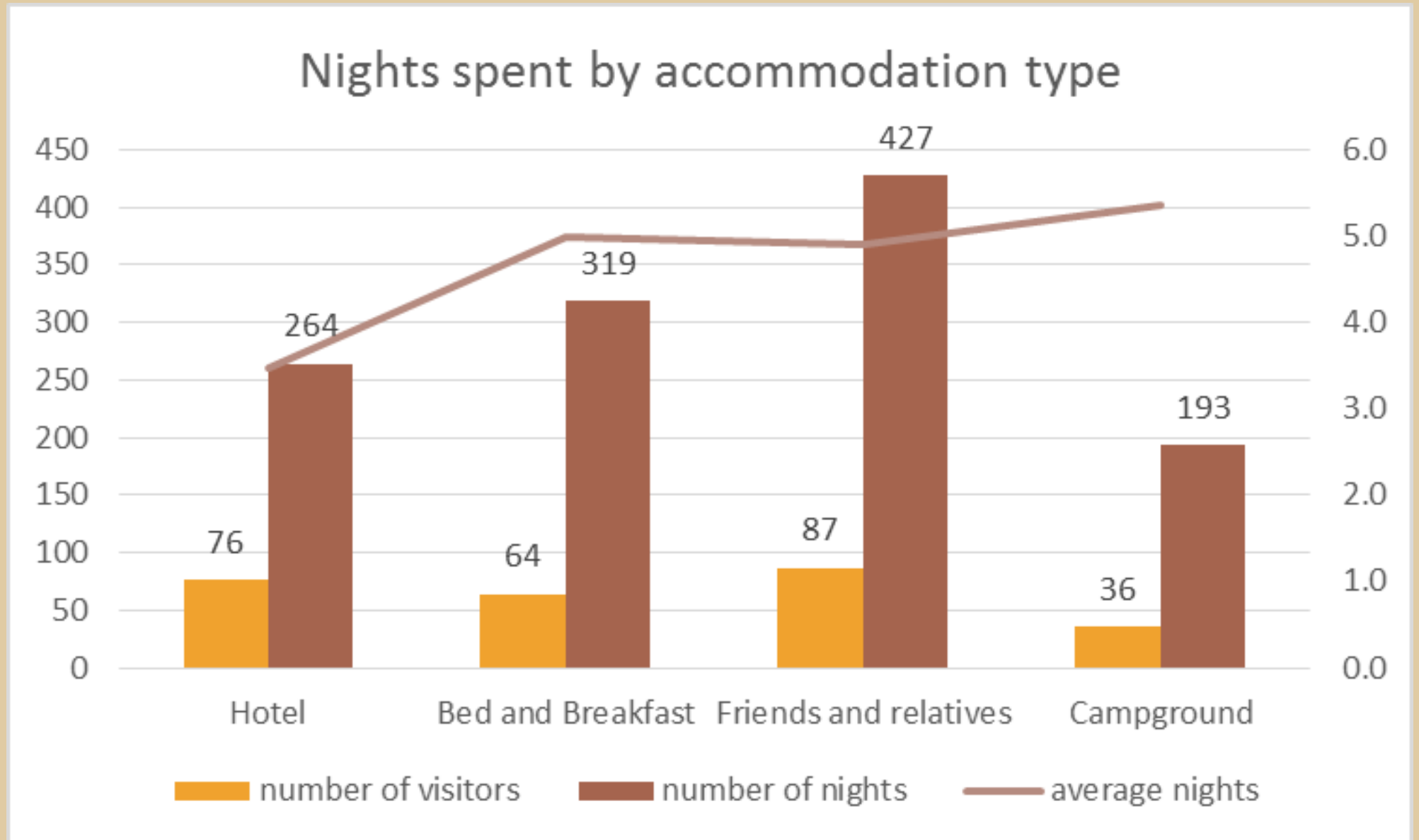
■ First visit ■ Repeat visitors

Visitor Experience- Findings:

Visitors vs. daytrippers

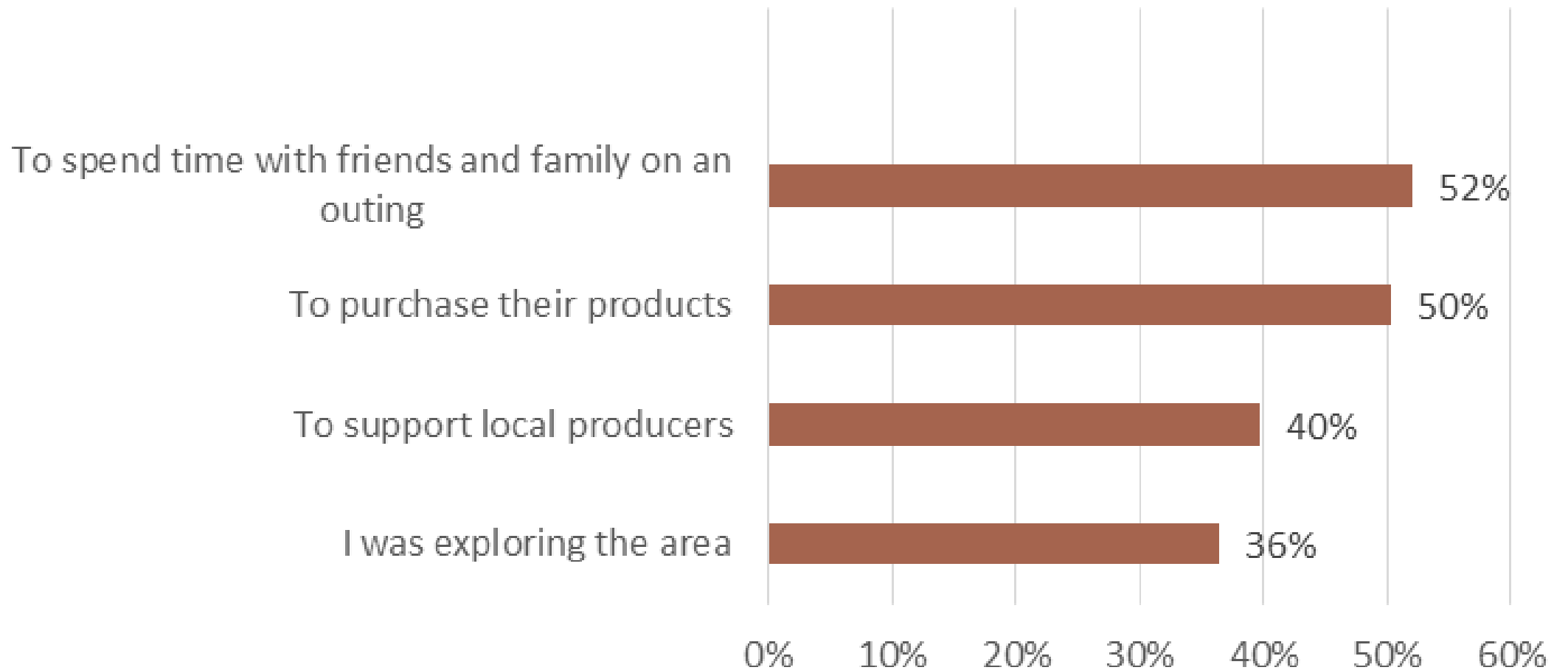


Visitor Experience- Findings:



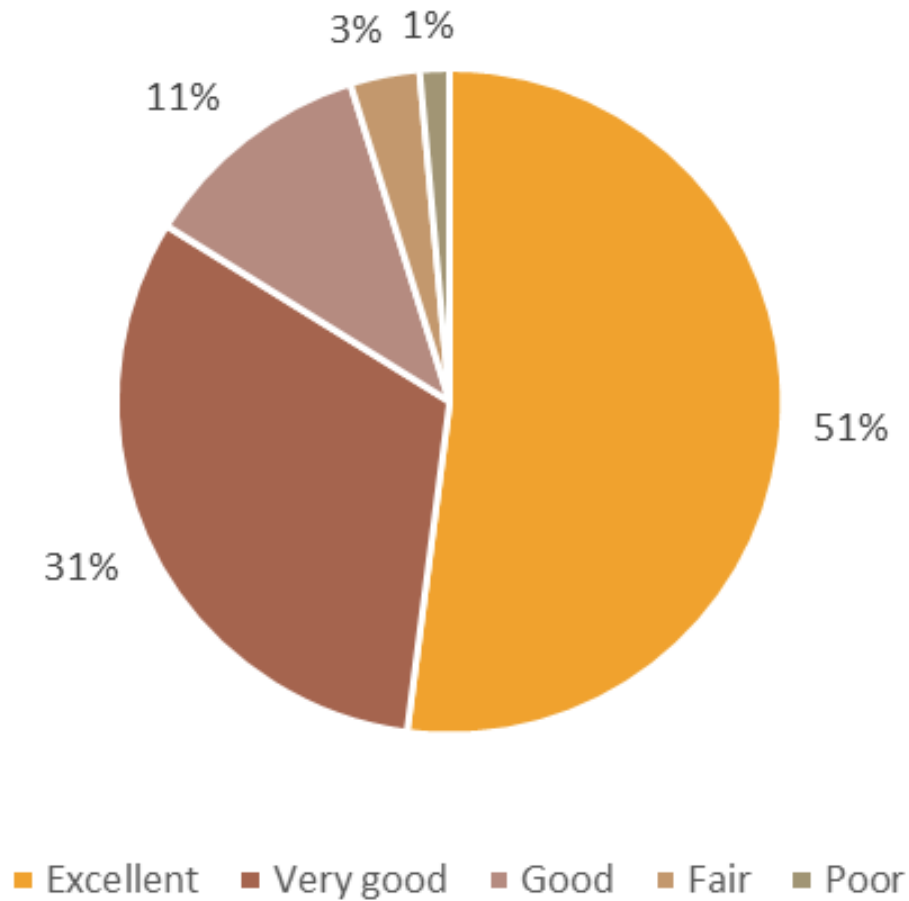
Visitor Experience- Findings:

Why did you visit this artisan?



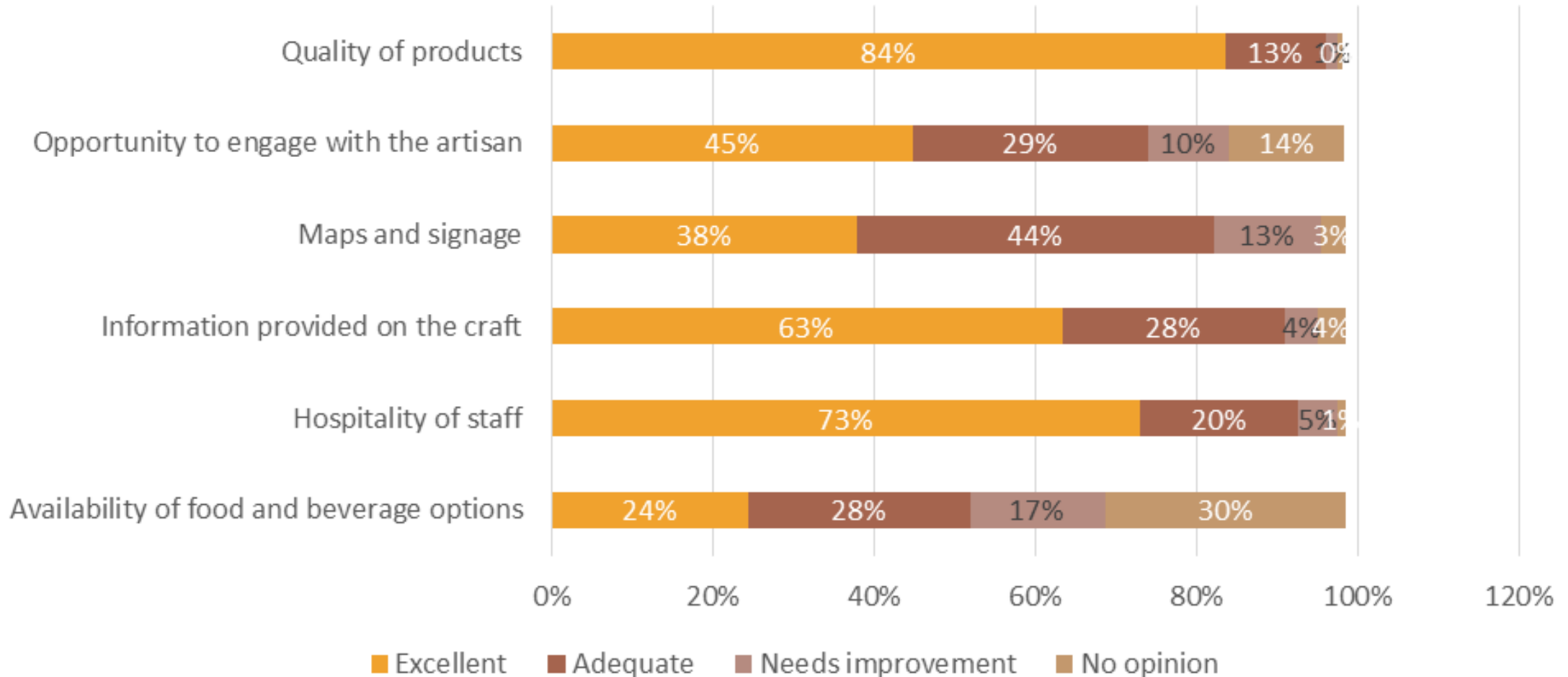
Visitor Experience- Findings:

Overall rating of visitor experience at the artisan business



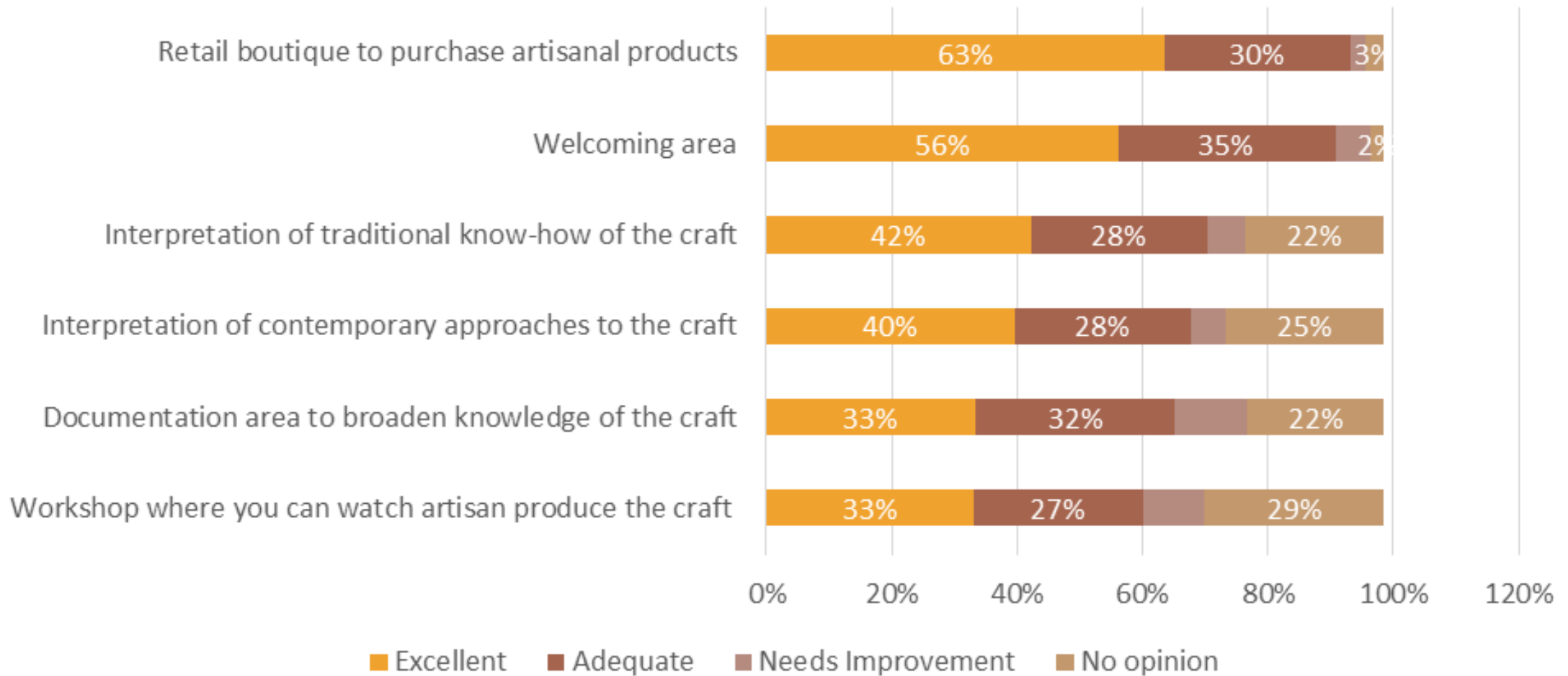
Visitor Experience- Findings:

Rating of services and products at artisan businesses



Visitor Experience- Findings:

Rating of Economusee elements





Methodology – Economic Impact

Data analysis from the financial documents of the businesses.

SDÉCB staff sent a spreadsheet designed by the research team out to the business owners, requesting that they fill in the financial and employment information and return the completed sheet to the research team at VIU.



Economic Impact of Visitor Spending:

- Sales revenue x BC Economic Multiplier

Dan Stynes, Michigan State University. Economic Impact Calculator for Tourism

Increase direct & indirect jobs after adopting the 'Artisans at Work' model:

- Increase in F/T & P/T jobs x Tourism Employment Multiplier

BC Stats. Provincial Economic Multipliers. March 2008



Economic Impact - Findings:

Though the detailed findings are confidential, the findings showed:

- the annual economic activity created in their communities by these artisan business is significant
- sales and spin-off economic activity increased after adopting the 'Artisans at Work' model
- 20 new F/T & 7 new P/T jobs in these rural communities were created after adopting the 'Artisans at Work' model



Conclusions:

- Highlights an innovative model to support **businesses who are artisans first and entrepreneurs second** with supports to provide high quality visitor experiences and thus increase revenues and spinoff economic activity within the region
- There is an opportunity to adopt or modify the elements of this model to support artisans in other regions
 - The elements work
 - Branding issue with name **Économusée®** ?



Enhanced Performance and Visitor Satisfaction in Artisan Businesses: A Case Study of the Evaluation of the Économusée® Model in British Columbia

John Predyk

John.Predyk@viu.ca

*Dept of Recreation and Tourism
Vancouver Island University*

Nicole Vaugeois

Nicole.Vaugeois@viu.ca

*AVP Scholarship, Research & Creative
Activity
Vancouver Island University*



Thank you – questions?