

Parks Canada – West Coast Trail – to Administer the Visitor Information Survey for Pacific Rim National Park Reserve

Project Details:

The Visitor Information Program (VIP) is Parks Canada's official national visitor feedback survey program. The VIP is conducted annually at select national parks, national historic sites, and national marine conservation areas to provide information on Parks Canada's visitor base (e.g., age, length of stay, origin, frequency of visit, party size), and to provide an on-going assessment of aspects related of visitors' experience. The VIP is Parks Canada's main tool to assess the Agency's performance under Program Activity 4 – Visitor Experience.

Students help deliver/administer the VIP survey at individual national parks, national historic sites and national marine conservation areas throughout the summer period.

Engaging /maintaining listener's interest; conversing with others individually:

Students will be on the front lines of approaching and interacting with visitors. Students will be required to approach visitors and engage them in taking part in the VIP and explaining the survey – what it is, how long it will take, how the information will be used, the value of their participation and feedback. The VIP is used to measure Parks Canada's performance, so students will need to be engaging and maintain visitors' interest so that visitors see the value of providing feedback.

Motivating people:

Students in the VIP have the opportunity to work in and experience the best that Canada has to offer with respect to natural and cultural places – national parks, national historic sites and national marine conservation areas. Students will be on the front lines of approaching and interacting with visitors, which means that they must demonstrate PCA's core values and standards of service expected of all frontline staff – through their actions, they will motivate visitors to complete the survey and provide valuable feedback. Students will have an opportunity to be an ambassador for an organization that that inspires Canadians of all kinds to connect with these special places, and exude this sense of pride to again motivate visitors to complete the survey. Representing an employer, service standards, and pride in one's work are all skills transferable to any profession.

Interviewing:

In some places, the VIP may be administered on the spot by interviewing visitors (i.e., student asks the questions on the survey and records the visitor's responses). If this is case, the student will clearly communicate the question, carefully and judiciously record the responses ensuring the proper boxes /detail is/are recorded, respond to study queries by the visitor (e.g., reason for the study, privacy issues), and work to conduct the survey in a timely manner (i.e., not too fast, so as to annoy the visitor, and not too slow so as to aggravate the visitor and detract from their experience).

Following instructions:

The VIP is associated with approved scientific standards and procedures. Students will be required to follow these scientific standards and procedures (e.g., random sampling, sampling periods, data collection, record keeping) to ensure nationally consistency in the delivery of the program, and reliability of the results, as the results are reviewed by the Office of the Auditor General.

Research / collection of information:

Students will have the opportunity to apply the theory they have learned in school (i.e., surveys, statistics, question design, data accuracy etc) in a real-life application, as the VIP embodies all the elements of social science research. Students will be trained in the VIP research process, will administer a pre-defined survey, collect and record specific information about the visitor (e.g., visit frequency,

postal code), keep track of their surveys, liaise with Field staff to troubleshoot any problems, and help ensure completed surveys are prepared and delivered to office staff for processing.

Duties include;

- Approaching visitor parties, conducting a short interview and asking for participation in the longer paper survey.
- Maintaining detailed and accurate records throughout the field season.
- Surveying 5 days a week, including weekends.
- Mailing returned questionnaires and interview tally sheets every two weeks to National Office.
- Working with the Social Science Branch to problem solve and improve sampling and return rates.
- Maintaining regular contact with Social Science Branch throughout the project to ensure good communication and project success.

Other Details

40 hour work week (5 eight hour shifts with two days off back to back)

Rate of pay: \$16.49 per hour.

Please let me know via email if you know of a student that may be interested in this opportunity and have them reach out to me directly: Richard Giele, MCIP, RPP, Visitor Services Team Leader IV, Pacific Rim National Park Reserve of Canada, Parks Canada / Government of Canada, P.O. Box 280, Ucluelet, BC V0R 3A0; richard.giele@canada.ca / Tel: 250-726-3506 Cel: 250-726-3738

(Services aux visiteurs, Chef d'équipe IV, Réserve de parc national du Canada Pacific Rim, L'Agence Parcs Canada / Gouvernement du Canada, C.P. 280, Ucluelet C-B V0R 3A0, richard.giele@canada.ca /Tél: 250-726-3506 Cel: 250-726-3738)