



THOMPSON RIVERS UNIVERSITY

Contact Information:

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**Research Participants Wanted:
Short-Term Nightly Rental Operators – Sun Peaks**

If you own or operate a short-term night rental in Sun Peaks, we want to hear your perspective!

My name is Forest Nield, and I am Tourism Management student at Thompson River's University in Kamloops B.C. My roots in Sun Peaks have led me down many paths in the tourism industry and have ultimately inspired me to conduct my graduating thesis in our resort community. Growing up on the mountain has given me the privilege to observe the ever-changing tourism landscape both globally and locally. My research focuses on the motivations of you, Short-Term Nightly Rental (STNR) operators in Sun Peaks and will explore your potential to add to policy discussion surrounding STNR use both locally and provincially.

I chose this topic because we have seen a strong shift in STNR policy both provincially and abroad and I am dedicated to uncovering all perspectives surrounding this phenomenon. This Study will employ classic theories on motivation and recent tourism behavioral trends to analyze your motivations in a scholarly format. Your participation allows for a nuanced perspective to be added to the discussions around STNR research.

Thank you for your time and I'm excited for the opportunity to speak with you!



What is this study about?

This research explores what motivates short-term nightly rental (STNR) operators to remain in the short-term rental market in Sun Peaks Mountain Resort Municipality.

Who is conducting the study?

- Forest Nield, undergraduate Student
- Tourism Management Department, Thompson Rivers University
- Supervised by Dr. Yaou Hu

Who can participate? You are eligible if you:

- Are 19 years of age or older
- Own, operate, or have decision-making authority over a short-term nightly rental
- Operate within Sun Peaks Mountain Resort Municipality

What does participation involve?

- One confidential, one-on-one interview
- Approximately 45 minutes
- Questions about your personal and operational motivations as an STNR operator

Your privacy

- Participation is voluntary
- Interviews are anonymous and confidential
- No identifying information will be published

Why participate?

- Contribute to tourism research in an understudied area
- Help inform short-term rental policy discussions in Sun Peaks and other B.C. resort communities
- An opportunity to share your perspective with tourism researchers

Interested or have questions?

Contact Forest Nield nieldf18@mytru.ca

Your participation greatly appreciated!